

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIX.

NEW YORK, JUNE 26, 1907.

No. 13.

To the Newspaper or Magazine:

Mr. No-no-no will advertise if
you tell him the right thing to say.

To the Merchant or Manufacturer:

Saying the right thing sells the
goods.

If we can tell the newspaper how to get
advertising it's because we have been
successful in getting some ourselves, by
showing how to say the right thing—
and where.

CONVERSE D. MARSH,

Chairman Executive Committee,

THE BATES ADVERTISING COMPANY,

15 Spruce St., New York City.

The Explanation is—new methods.

JULIUS MATHEWS

CHICAGO

BOSTON

NEW YORK

1613 MARQUETTE BLDG.

2 BEACON STREET

3076 METROPOLITAN LIFE BLDG.

Phone 1031 Haymarket

Special Representative

New Haven, Ct., Register

MAINE NEWSPAPERS:

AUGUSTA JOURNAL

BANGOR COMMERCIAL

BATH TIMES

PORTLAND EXPRESS

LEWISTON SUN

ROCKLAND STAR

BIDDEFORD JOURNAL

WATERVILLE MAIL

NEW HAMPSHIRE NEWSPAPERS:

MANCHESTER UNION

DOVER DEMOCRAT

VERMONT NEWSPAPERS:

MONTPELIER ARGUS

BARRE TIMES

BENNINGTON BANNER

ST. ALBANS MESSENGER

RUTLAND HERALD

BURLINGTON FREE PRESS

MASSACHUSETTS NEWSPAPERS:

WORCESTER GAZETTE

NORTHAMPTON GAZETTE

SPRINGFIELD NEWS

HOLYOKE TRANSCRIPT

NEWBURYPORT NEWS AND HERALD

BOSTON, MASS., June 19, 1907.

PRINTERS' INK PUBLISHING CO.,

New York, N. Y.:

Gentlemen—

Please renew advertisement of Rutland, Vt., daily *Herald* one year in "Roll of Honor." Enclosed is check for one year in advance.

The *Herald* has by far the largest circulation of any RUTLAND daily and we do not know where they could invest this amount of money to better advantage than in bringing their circulation rating to the attention of advertisers through the "Roll of Honor."

Very truly yours,

JULIUS MATHEWS.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIX.

NEW YORK, JUNE 26, 1907.

No. 13.

THE NEW PARK & TILFORD POLICY.

THIS GROCERY HOUSE BEGINS ADVERTISING IN ITS SIXTY-SEVENTH YEAR—COPY IS RESTRAINED, BUT REFLECTS PERHAPS THE LARGEST TRADE ORGANIZATION OF ITS CHARACTER IN THE COUNTRY—REACHING OUT FOR BOTH LOCAL AND NATIONAL TRADE, WITH WHOLESALE IMPORT BUSINESS TO BE SERVED TOO—SKETCH OF FRANK TILFORD.

One of the mild sensations in advertising affairs the past few months has been the appearance of Park & Tilford among the retail advertisers of New York City. It is true that this firm's announcements occupy barely three inches single column, and that their statements are almost entirely general in nature. But they stir the blood, nevertheless, in publishing and mercantile circles.

The sensation lies, of course, in the breaking of a non-advertising policy that has characterized this house for more than sixty-five years. Not long ago a speaker told, at a banquet, how he once interviewed Mr. Park, head of Park & Tilford, and asked for the business story of the house. Mr. Park said that it could be told comprehensively and completely in a single word—*Reliability*.

So far as paid exploitation goes, however, Park & Tilford had never, until last year, gone even the length of stating that they are reliable. The public has been left to find this out, and has found it out in the course of three generations, for this house has to-day a prestige in the grocery field not a whit less im-

pressive than that of Tiffany in jewels. And, while its five stores are all within the limits of Manhattan island, it is conceded to have the largest retail grocery trade in Greater New York, and probably in the country. In addition to local retail trade, Park & Tilford do a mail-order business in supplies that is truly national in scope, selling in many distant communities more fine groceries than leading

Park & Tilford

Are issuing a complete quarterly Price-List which permits the Housewife everywhere, whether in City or nearby Country Resorts, to obtain regularly from **Park & Tilford, the purest, finest food products of the world at the lowest prices.**

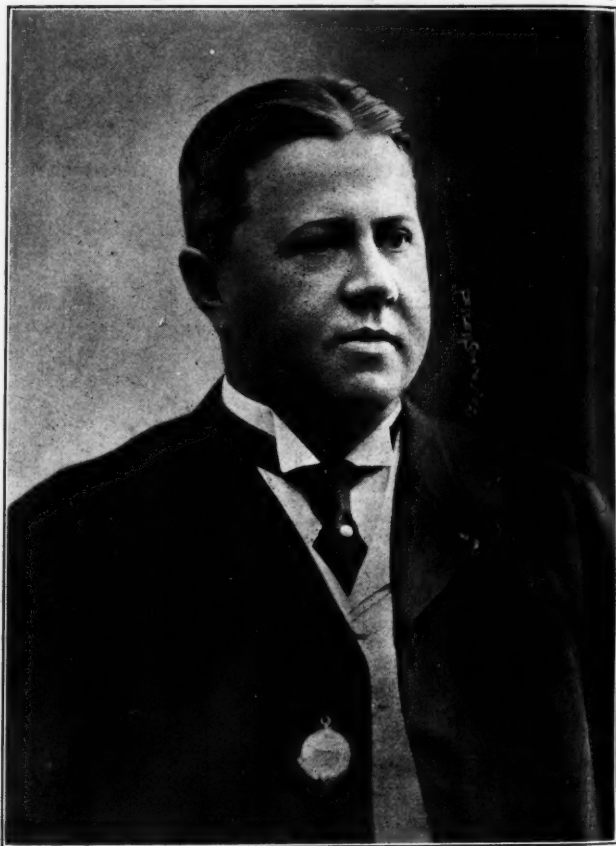
Copy of this Catalogue immediately available if you write either of Park & Tilford's Stores.

Extended free deliveries by freight and express. Mail and Telephone orders always receive careful and prompt attention.

local houses. And on top of this, the house does a great wholesale trade in toilet essentials, imported cigars, liquors, wines, etc. The modest showing of perfumes in each of its New York stores, for example, represents a yearly turnover of several millions in certain famous makes of French perfumes, which are handled exclusively in the United States through Park & Tilford. The rest goes through the retail

trade. No other house imports so many Havana cigars from the independent factories of Cuba. The trade in Romeo and Julietas ran above six million cigars last year, and more than ten millions of a Key West brand were handled in the same period. Add advertising to a turnover

women in the metropolitan district saw it, and wrote or telephoned for copies the same day. Nor was there any excitement in masculine circles last year, when the house went into the confectionery trade, putting out a line of sweet goods under its own name, and from its own factory.



FRANK TILFORD.

and a mercantile name like this, But the women were not long in discovering these goods, quite and it is quite exciting.

Probably very few men saw the little single-column announcement one morning last fall of the first issue of a Park & Tilford catalogue. Whether they did or not, mattered little. Thousands of

discovering these goods, quite without advertising, and in a few weeks the line was established with retailers all over New York.

The recent change in policy is due to a change in control. In June, 1906, the management of

(Continued on page 6).

the business was centered in the merly restrained him in the Park

The Indianapolis Star

GREW INTO A LARGER BUILDING

At its new price (2 cents) it will produce a paper that will have few equals and no superiors. Its phenomenal growth to 100,000 circulation demanded larger presses and greater facilities of all kinds. These have been provided in one of the most complete plants in the United States, with a total floor space of 45,000 feet, occupied exclusively by THE STAR on June 3. Two new Hoe presses have been installed—one double sextuple with a capacity of 96,000 eight-page papers per hour, and one multi-color, which prints 48,000 papers per hour.

Gained 1,606 Columns of Display Advertising in One Year.

During the five months ending May 31, 1907, THE STAR gained 1,341.82 Columns of Local Display and 264.18 Columns of Foreign Display; Total Display, 1,606 Columns (300-Line Columns). It is doubtful whether any other paper in the United States can show anything like this gain for the same period. According to the figures compiled by the Chicago *Tribune*, THE STAR's gain for March was the second largest in the United States.

Gained 999½ Columns of Classified Advertising in Five Months, Ending May 31st.

Gained 2,605½ Columns of Display and Classified Advertising in the Same Five Months.

THE STAR's popularity with the Classified Advertiser is positive evidence of its pulling power. Even considering only six of its seven issues per week, THE STAR has carried, since Feb. 1, 1907, from four to ten columns more classified advertising per week than the six issues of its nearest Indiana competitor (both figured in 300-line columns).

The STAR LEAGUE Gives You More Indiana Circulation Than Any Other Ten Indiana Newspapers Combined.

General Offices of The Star League,
Indianapolis Star, Muncie Star, Terre Haute Star.
Star Building, Indianapolis.

C. E. LAMBERTSON, Eastern Mgr.,
1315 Flat Iron Bldg., New York.

JOHN GLASS, Western Mgr.,
Boyce Building, Chicago.

the business was centered in the hands of Frank Tilford. All this quiet activity is really a reflection of Mr. Tilford's personality.

The first store bearing the sign-board of Park & Tilford was opened in 1840, it is said, on the southwest corner of Sixth avenue and Ninth street—a little old-fashioned three-story shop, with long gables, flat chimneys and a wooden awning-frame. Joseph Park and John M. Tilford, the founders, were fellow-clerks in the grocery house of Benjamin Albro, then the leading merchant in that trade in New York. John M. Tilford was Frank Tilford's father. The family was notable in England before the first Tilfords came to this country in the eighteenth century, settling near Albany. Grandfathers and great-grandfathers fought in the Revolution and War of 1812.

Frank Tilford was born in New York City, and is now fifty-four. His activity as a business man began as soon as he left college, when he entered the firm's store at Sixth avenue and Ninth street, and worked his way up to a partnership. At twenty-one he had charge of a new store at Sixth avenue and 38th street. At his father's death in 1890 he was elected vice-president. The growing business, however, offered only a partial outlet for his energies. At twenty-two he was director in a national bank. At thirty-seven he organized the New Amsterdam National Bank, and in his fourth decade the Fifth Avenue Trust Company. To-day he is vice-president of the Lincoln Trust Company, which he also founded. He has been active in real estate, in the Chamber of Commerce, in politics and philanthropy, in gas, power, light, Cuban tobacco interests, yachting, historical and patriotic societies, art and music, education, hospitals and the Republican party organization. That square, solid frame needs lots of work, and though his lineage is long, yet Frank Tilford is, in the best sense, a "mixer".

What conservative spirit for-

merly restrained him in the Park & Tilford business may only be guessed at. But from the day he took full control, a year ago, new energy was apparent. Most of his outside interests have been relinquished, and to-day he is centered on broad plans for extending the house's trade and reputation, not only locally, but on a national scale. Along with the advertising in New York dailies have come cards in magazines, while the quarterly catalogue is laid down on lines that will undoubtedly make it a business periodical of very wide circulation. The possibilities for building a great trade upon a firm name of such note will be obvious to anyone with commercial imagination.

The new advertising department is in charge of A. Haddock, whose training has been of a dual character. For years connected with the New York grocery house of Acker, Merrill & Condit, he knows goods and conditions in that trade. Before taking up his present work, he spent two years as an independent advertising man, installing promotion departments for well-known houses in New York and Boston. When Mr. Haddock was visited at the central offices, Broadway and 10th street, the other day, he talked freely of the new plans.

"Our little advertisements in the New York dailies appear every day," he explained, "but they are distributed in a way that shifts them from day to-day in the various papers, and with copy suited to different classes of readers. The evening papers are preferred because they go into the homes and are read by women. We also use morning papers. Some persons complain that our copy is not vigorous. It has been part of our plan from the first, however, to make it somewhat general, and not too decided in character at the outset. No prices have been published except in connection with teas and coffees. Statements are confined to a few sentences about the house, its leading lines, its catalogue and its service. The pro-

gramme at present is to make the name of Park & Tilford familiar to persons all over the country who do not know us, or what we stand for. As the work goes on, the advertising statements will probably be amplified and made more decided in tone. But there is no particular hurry, and while the magazine publicity has not so far brought any startling access of new trade, the house feels that it will in due time lay the foundations for a broader national business.

"To understand what we hope to accomplish, it is necessary to know something of our present trade organization. Why, for instance, do we advertise teas and coffees by definite prices, and make only general statements about other lines?

"Well, in the first place, the house has been for many years a direct importer of a large proportion of all the finest Mocha and Java coffee sold in this country, and also of the best South American coffees. The same statement holds good in teas, with a little more emphasis, for we are the largest importers of fine teas of any house in America. Furthermore, our blends are never sophisticated with cheap grades, and we have for years sold high-grade teas and coffees at prices several cents lower per pound than any other retail house in the city. Tea and coffee are staples by which the public judges a grocery house, and Park & Tilford have always made them trade magnets. These staples, too, are almost the only ones that we absolutely control in price, quality, blend and brand. If you step into one of our stores and ask for a leading brand of canned goods, liquors, cigars, tobacco, flour or household supplies, our clerks will hand it out without comment, provided it is in stock. We handle the best brands of the best makers in everything except teas and coffees, and never descend to substitution where a brand is called for. If the customer simply asks for a certain staple, naming no brand, then

clerks show a variety of goods. But if you ask for a proprietary brand of tea or coffee, you will be told that we sell only Park & Tilford brands in these goods. We control our own blends, and feature them, and for that reason are able to speak more definitely and confidently about them in our announcements.

"Now, take Havana cigars. Thus far our announcements in this line have been general statements about the standing of the house as importers, with references to a few leading brand names. It is the same with French perfumes and toilet requisites. When brands are mentioned we put more emphasis upon the manufacturers' names and reputations, perhaps, than upon the fact that we sell these goods. Our catalogue contains full descriptions, but we are not seeking to attract all the trade in those lines to our own stores. If a woman reads about any one of twenty foreign products in this class, and purchases from her local dealer, the goods go through Park & Tilford as exclusive importers. The same holds good of many Havana cigars. It holds good, too, in our confectionery, which is sold very widely by druggists and other retailers. Our trade in these lines aggregates many millions yearly, and as the largest proportion goes out through other retailers, we are more than satisfied if the advertising sends trade to them. These trade conditions have their bearing on the advertising policy, and demonstrate the breadth and complexity of our problem.

"It would be possible, no doubt, for Park & Tilford to make very positive statements about prices. We state that the best brands of the best makers in all lines are sold in our stores at the lowest prices, and while this is a statement quite frequently made by many other houses, we know that actual price comparisons could be made in a way that would be altogether to our advantage. There is no doubt but many persons associate our name with high prices,

whereas the opposite applies to every line we handle. But our catalogue and our prices demonstrate this truth, and we therefore touch upon it only in a general way in advertising. It would be possible to speak at greater length about our metropolitan delivery organization, which covers Manhattan, the Bronx, Brooklyn and a large section of Long Island, a large portion of New Jersey's suburbs, and Staten Island. Our men call for orders all over Manhattan early every morning, while drivers on other routes take orders when delivering. In the immediate neighborhood of each store the deliveries are frequent, and on the longest routes we reach the last point at a reasonable hour in the evening. We take pride in accuracy of handling orders by mail, phone or over the counter, in deliveries, and in billing. But this organization is its own best advertisement.

"Material for advertising of a more radical character is not lacking. At present, however, the policy is to gradually add, to a business of great magnitude and solidity, an advertising propaganda that will express it fitly and extend it along the broadest and most natural lines."

NEW KIND OF "SPECIAL AGENT."

The wealthy American visitor to London has long been regarded as the legitimate prey of the British tradesman, but Americans have never been so pestered with letters and importunities as during the present season.

A new terror has arisen in the form of "the special agent," who in reality is merely a trade tout. In pursuit of his quarry the special agent, who is always well dressed and well mannered, presents his private card at the hotel office and asks for some American by name.

If asked his business he requests that his private card be taken to his victim, who usually, out of good nature or thinking his visitor is a forgotten acquaintance, consents to see him. Thereupon the special agent reveals surprising knowledge of the victim's career, gathered from handbooks and newspapers, but eventually he unmasks himself as the representative of an automobile firm, art dealer, tailor, or some other kind of tradesman.—*London Correspondence, New York Sun.*

AN AD THAT LED TO OATHS AND A FINE.

Trouble with a policeman over the demonstration of a razor-strop preparation which Frank A. Epstein had in his drug store window in Court street, last week, caused him to be fined \$105 in the Municipal Court this morning. While the window exhibition lasted the sidewalk in front was so crowded that at times pedestrians were obliged to walk in the street. The crossing policeman objected and told the crowd to move on, whereupon Mr. Epstein is said to have voiced his belief that the spectators had a right to remain and watch the show, and he used language towards the officer which neither propriety nor the law permits. The policeman consequently took Mr. Epstein in charge, and this morning he was tried in the Municipal Court on a charge of maintaining a nuisance and of using profanity. On the first complaint he was fined \$100 and a charge of \$5 more was imposed for the oaths used. He appealed.—*Boston Transcript.*

PAGE AFTER PAGE OF GET-RICH-QUICK

Advertising is refused publication in THE CHICAGO RECORD-HERALD which is printed by some of its contemporaries.

Did you ever hear of a "get-rich-quick" scheme which paid an honest dividend?

May, 1907, Circulation

Daily average - - 151,175

Sunday average - 216,550

THE CHICAGO
RECORD-HERALD

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,281

RATE 35 CENTS.

OUTDOOR ADVERTISING.

ITS WONDERFUL GROWTH, TOLD BY
AN INSIDER.

Outdoor advertising is distinctly divided into two parts: billposting and painted signs.

BILLPOSTING.

Billposting, is a trade name for printed signs in units of one, three, four, eight, twelve, sixteen, twenty, twenty-four sheets, etc., which, when assembled and on a board make one large complete sign. A twenty-four foot stand when posted is nine and one-half feet high and twenty feet long, covering an approximate area of 200 square feet.

Billposting in America is controlled by an association known as the Associated Billposters and Distributors of America, made up of thousands of individual plant owners, amalgamated under one set of standard rules, formed and maintained for the express purpose of protecting the general advertisers from the unscrupulous "snipes" (a trade name for a man who posts paper by stealth at night, on locations belonging to other people or any place he can, without being caught, and who necessarily cuts a legitimate price for good service on leased and protected locations); and also to improve the plants of its members. Prices for posting on the plants of individual plant owners are regulated, and advanced, by an expert committee of the association, who pass upon the relative value of the locations and improvement of operative plant.

The National Association has been termed a Trust by some billposters defeated for membership. It is a Trust only so far as it guarantees the advertiser what he pays for; a faithful fulfillment of all obligations by both customers and billposters, and its absolute refusal to give service to the advertiser who endeavors by his patronage, with concerns of no principle or standing, to lessen the quality and service now maintained solely for the benefit of the advertiser. Fortunately, for the

commercialism of this enormous branch of advertising, the offender, above mentioned, is usually a new man in the "game," who is going to revolutionize the old staid business principle of honesty, fair consideration and service at a fair price, and alone and single-handed is going to undo the fruits of a decade of honest interest and business application.

COST OF BILLPOSTING.

The rates for billposting are figured so much per sheet per month, whether it be one sheet or a million, and the rate is based on the service given; for instance, the rate in New York City is sixteen cents per sheet for four weeks, and the rate in Pocomoke, Md., is five cents per sheet per month. A fair average of the cost of posting both large cities and small towns is two and one-half cents per sheet per week, about ten cents per month. Thus it will be seen that a twenty-four sheet stand, covering 200 square feet of display, can be posted generally for an average of \$2.40 per month, cost of paper not included. This cost is one to three cents a sheet.

No discount is given for quantity. A five per cent discount is allowed for a continuous three months' order and ten per cent for a continuous six months' order. The customer furnishes enough extra paper to renew stands destroyed or defaced by the elements, the billposters maintaining and posting such paper free of all charge to the customer.

Billposting is especially applicable and adaptable to short term, seasonable showings. Orders are accepted for one day (one week's charge) to six months or longer if required. An auction of real estate, or a special sale of house-furnishings on a given date, can be advertised as long before the date as required, and finish with the day of the sale. Mince meat can be advertised Christmas week only, through the holidays or for three months if desired.

Billposting offers to the advertiser the opportunity of presenting artistically, forcefully, boldly,

and without cost to the buyer, the product to be sold, at any season desired, for any length of period, and in any part of a city, county, State, district or country.

PAINTED SIGNS.

Large painted displays on city bulletins, especially built for that purpose, on walls in city, and barns in the country, along railroads, to show to the traveling public, comprise that part of outdoor advertising termed "paint." Each has its individual merit and advantage. To show the enormity to which this form of advertising has grown, I can best explain by the following:

A conservative estimate, based on reports, now puts the number of lineal feet of city, town and railroad signboards and bulletins averaging ten feet high, now standing in the United States at something over 5,100,000 feet, or about 1,000 miles of solid fence ten feet high, and this is not figuring at all the hundreds of miles of ten feet high boards used exclusively for billposting, conservatively estimated at 3,200,000 lineal feet. The original building cost of this enormous plant was in excess of \$1.25 per lineal foot, or a total of \$10,375,000, the yearly rental averages at least sixty cents per foot,—about \$5,000,000 a year for rent alone. The maintenance charge is problematical, depending entirely upon the number of times per year the signs are painted.

Some firms spend fortunes yearly on outdoor advertising, viz.: The American Tobacco Co., have 15,000 railroad signs, post two million sheets of paper yearly, and expend another \$300,000 for walls and painted city bulletins.

The Sen-Sen Co. have under contract some 2,700 railroad bulletins, and think nothing of an occasional \$50,000 billposting order.

"Blue Label" products are persevering users of both "paint and paste."

Sapolio can be seen in every portion of the land at every season.

In fact outdoor advertising needs no other recommendation than that ninety-six per cent of the largest and most successful business houses of this country are users of its prolific advantages.

COST OF PAINTED SIGNS.

City bulletins averaging ten feet high, twenty feet long, 200 square feet, are sold all over the country at a general average of thirty cents per lineal foot per month, minimum six months' contract, this makes the average cost per sign per month \$6. Special locations and sizes are sold at special prices, running up as high as \$1,000 per month per sign, illuminated, for certain points in New York City.

All electric signs are sold at a maintenance, cost of rent, plus the profit basis, and vary with the size, location, and number of lights used.

Railroad bulletins averaging ten feet high and forty-eight feet long are sold on the basis of \$5 per month each, minimum one year contract; on a three years' contract, special forty per cent reduction the second and third years.

SOME MUNICIPAL AND OTHER RIPPLES IN THE GREAT TIDE OF ADVANCEMENT.

The stupendous and sudden growth of outdoor advertising, coupled with the enormity of the problem of building and maintaining a plant capable of taking proper care of the volume of business, has naturally involved some questions of building laws, offended some aesthetic tastes, and caused ruffled feelings in the camps of competitors. Hastily enacted laws by councils, etc., thoroughly incognizant of the real wants and faults, have only resulted in unconstitutional and biased defeats for their efforts.

Editorial departments have published incoherent and unprincipled articles, in the interest of Municipal Art, at the same time that their circulation departments were using billposting, and painted railroad signs successfully to increase their circulation, and necessarily their advertising and the

income to the managerial department. While playing double face, it has increased the circulation and advertising at no cost except its principle, but I warn every newspaper to "keep off the grass," every attack is a boost to outdoor advertising, ask the New York *Herald*, *Mail*, *Commercial*, *Globe*, *American*, *World*, Boston *Herald*, Philadelphia *Record*, *North American*, and a thousand others; they are all regular users of outdoor publicity. In one instance, directly under my notice, the snipes referred to above were utilized on leased locations in the New York district, and yet they claim the results from the poorest form of outdoor advertising were more than satisfactory. What would the results from its best and most prolific form have been?

IMPROVEMENT.

The directors, in fact the entire fraternity controlling outdoor advertising, have always been and are always ready to do anything consistent and business-like to the best interest of the community at large, to improve the tone, development, and presentation of outdoor advertising when safe and sane considerations of the problem of the masses are considered at the same time. When elevated structures, with their dripping grease and smut, are made artistic; when the general tone of commercialism is artistic; when art is taught at the blacksmith's shop; art at the livery stable; art everywhere, and the newspaper prints art in its "funny" page, instead of the dis-

torted and mind-disrupting color smuts of man and animal that are offered children, then every effort of the hundreds of thousands of those interested in outdoor advertising will do its utmost to improve the general presentation of billboard advertising. Until that time we shall continue to proceed under the laws of the constitution of the United States, framed by men who thought not only of to-day's selfish gain, but of to-morrow's general welfare, ever ready and ever willing to exploit the wares of the world to the markets of the world in an honest, upright, straightforward manner, even against the will of the few for the benefit of the many, to cover from view the ash heap, or the swamp pit, and to offer in its stead artistic, yet, bold announcements of good things to eat, good things to wear, and good things to buy.

The billboard and the painted bulletins are things to be regulated, by legitimate and constitutional considerations and actions, not to be prohibited or confiscated, or their value destroyed, or lessened by misrepresentation, partiality, or individual desire.

LEE HERVEY.

EXCEPT WITH ADVERTISING MATTER.

It is a waste of breath to talk while you are running a foot race; it's more than a waste of breath to talk to a man when he is opening mail—it's a waste of two men's time.—*Exchange*.

Don't get chesty when Fortune smiles, for soon her daughter, Miss Fortune, may give you the horse laugh.—*Exchange*.

The Des Moines Capital

as usual, published more advertising of all kinds in April in twenty-six issues than any competitor in thirty issues. The CAPITAL is absolutely first in its field. It has the largest circulation in Des Moines and the largest in the State of Iowa. It is a State newspaper and if you're after business in this great commonwealth the CAPITAL will get it for you. It gives the biggest service at the lowest cost.

Eastern Offices—O'MARA & ORMSBEE, Brunswick Bldg., New York, N. Y.

LAFAYETTE YOUNG, Publisher.

JUST A FEW REMARKS.

Do the men who make cork-screws take it for granted that their goods do not need advertising? In the course of a long study of advertisements as I find them, I can truly say I have never seen this little article of daily necessity given any least attention. Being so necessary in every house, and every house uses some sort of bottled goods, perhaps the makers and vendors of cork-screws may think it quite superfluous to say a word about them. They may suppose that people who sell drinks and other bottled goods will advertise cork-screws in their cuts. But, they don't. There are cuts illustrating the convenience of a chafing dish for an after theater rarebit, but the young man in evening dress who is opening the ale bottle shows in his hands and in the tense expression of his face, that the cork-screw he is using is of the old gimlet variety, and he must draw the cork by main strength.

Some whiskies are advertised by the picture of a bottle and a pair of hands on a back-ground of black, and the hands are represented holding on grimly to the bottle and the old style, hard-labor cork-screw.

It makes one's fingers ache and the wrist stretch to cracking only to look at these pictures, reminders, as they are, of days long gone when these little encouragers of profanity were all we had for the removal of corks, no matter how much we wished for the vinegar for the salad dressing, nor how frantic we might be for the cat-soup for the baked beans.

Now, when we have those beautiful, bright, easily managed cork-lifters (that's just what they do) why not make an attractive picture of a stylish girl opening a bottle while she flirts with every man in sight? It would be up with the times. But, no doubt the vendor of drinks, and chafing dishes considers it up to the cork-screw man to advertise his own goods.

That the cork-screw is such a common necessity is no reason

for not letting people know that there have been improvements in its architecture. Thousands of things are the commonest kind of common necessities, but, still newspapers, magazines, car cards and even billboards are employed in advertising them.

* * *

What article of universal use is more advertised than shoes? and this may be said for the makers of shoes: they most usually have fairly good names. But speaking of names: who would ever want to smoke, or even to ask for a "lobster cigar?" What woman, with any idea of expeditious work, would, when preparing for laundry work or house cleaning, care to invest in a box, or even a bar of "Tak-a-nap" soap? "Torpedo Rye" is too suggestive to be in the least attractive to the mind of the most inveterate toper.

"Ezy-bed" seems a fairly good name for a mattress, but, generally these names have a cheap-John sound. They lack the dignity and self-respect contained in a plain statement of the quality of the goods, the name of the manufacturer, and the street and number of his salesrooms. Ever since the advent of Uneeda Biscuits there have been attempts at making names that would be apt, descriptive, and advisory. Of course imitation is very honest flattery, but, while these imitations in advertising may not infringe upon a copy-righted name or trademark, still they are so palpably imitations that they give the idea of weakness and lack of ideas in the imitator. There seems to be a fascination in it. It is like a woman I once met at the seashore who had but one descriptive word for anything she found not to her taste. The breakfasts were "outrageous," the woman who wore a décolleté gown was "outrageous," the smoke of the burning forest in the mountains where she had been was "outrageous." It was a good big word. These imitators do not take into consideration the vast amount of advertising that was done in starting the Uneeda, nor

PRINTERS' INK.

how the company keeps on advertising.

* * *

Another form of advertising that seems very hard to let go into the limbo of out-of-date methods, is the pretended confidential letter referring to some happening known only to the writer and the receiver of the letter. This method was comparatively new twenty years ago, when it was used to advertise a white pine statue of Marguerite and Mephistopheles. Next the pushers of a cheap novel, published here in New York, sent out postal cards advising "Dear Mary" to be sure and read the story. Now the vendors of a certain brand of leaf lard are sending letters to "Dear Florence," advising her how to make tea biscuit, etc.

No doubt advertisers consider this method a personal appeal. So it is, but the appeal is addressed to so very many persons who will not for any consideration read what they know to be an advertisement, and who take it as a most serious offense if any attempt at publicity comes to them through the mail.

* * *

But some business people seem to "go it blind," and it is this hit-or-miss method that leads otherwise fairly wide-awake business men to conclude that advertising generally is a delusion and a snare.

MARGRET HOLMES BATES.

WHEN THE PAPERS STOPPED.

In this morning's paper I was attracted by a heading, "No papers—No Business." It referred to the suspension of all daily papers in Butte and Anaconda, Montana, because of a strike in the printing trades. "The business of merchants has dropped from twenty-five to fifty per cent," the article goes on to say; "some of the large department stores which carried page advertisements in the papers claim their business has fallen off sixty per cent; and some other lines of business, like dentists, jewelers, etc., have almost entirely been wiped out."

You see, advertising has a news value. The situation in Butte proves the point. The article might well have been headed "No Advertising—No Business."—*A. W. Shaw, in System.*

Success Magazine

A Periodical of American Life

New York

GAINS THAT TELL A STORY

THE first six months of 1907 has been in many respects the most remarkable period in the ten years' history of SUCCESS MAGAZINE, in the wider development of our editorial policy, in the substantial growth of the magazine's circulation, and in the net gain of advertising earnings.

Net advertising earnings July number, 1907.....	\$20,872.55
Net advertising earnings July number, 1906.....	17,459.46
GAIN, OVER 19%	
Net advertising earnings first seven months 1907.....	\$172,574.25
Net advertising earnings first seven months 1906.....	167,584.09
GAIN, OVER 3%	

THESE gains are the more gratifying to us because we have, during this period, declined over \$15,000 of speculative and other advertisements formerly carried. The gains have been made while the process of elimination has been going on.

Melvin Cherry

Advertising Director

PROGRESS OF THE MILLENNIUM IN MASSACHUSETTS.

Governor Guild, of Massachusetts, in his annual message to the Legislature, suggested legislation against the attempted sale through misleading advertising of properties which, in some cases, are known to be worthless by the promoters, and which in some cases do not exist at all.

A bill was introduced in the Massachusetts Legislature last year providing that whenever articles are printed purporting to be news matter or editorials, for which the proprietor, publisher, or any one representing him, receives money payment, in a newspaper, the word "advertisement" shall be printed in a conspicuous manner at the end of such articles. A maximum fine of \$1,000 was imposed for a violation of the act, which, however, failed to become a law.

Frank S. Chick, vice-president of the John H. Pray & Sons' Company, advocated the Governor's recommendations.

"Misleading advertising, boiled down, is illuminated lying," said Mr. Chick. "It is born of the get-rich-quick spirit; it is in line with the reasons that contributed to our present occupation of business house cleaning. And, mark you, without misleading advertising it will be well-nigh impossible for the charlatan, whether barefaced or masked, to market on ignorance his over-valued or adulterated wares. Imperfect goods should be so advertised, and if advertised, offered and sold only as such."—*Editor and Publisher.*

THE MEDICAL IDEA IN ADVERTISING.

If it be true that the way to a man's heart is through his stomach, it is equally true that the way to, in and through, a man's pocket-book is through his body. the word *man* being used in a generic sense, and the word *body* being used to signify any part of the man or woman which can feel or appreciate pain or discomfort, whether that part be flesh, mind or spirit.

People seem most easily influenced by things which they least understand. It is probable that this is the reason medical arguments, sound or unsound, seem to be tremendously convincing to the majority, and men are easily moved to put their money into that which promises increased health and comfort. The great success of the cereal coffees is proof of this psychological fact. It may be that many people do suffer from digestive and nervous disorders. Whether this, in any specific case, is due to the coffee itself, or to improper preparation in the kitchen, is impossible to say without a careful medical examination, but the fact nevertheless remains that in many such cases abstinence from coffee means the disappearance of the disorder. If in cases of cure following abstinence from coffee any one of the cereal coffees had been begun, coincident with the giving up of coffee, the gratified user would no doubt have been ready to make oath to the fact that the cereal had cured his nervousness or his indigestion. There is one thing to be said in favor of the coffee substitutes, however, and that is that, in most cases, men would not give up the coffee without something of like taste to provide the hot drink to which they had been accustomed. For this reason, if for no other, the cereal coffees deserve praise. It is only fair to the advertisers of some, and perhaps all, of the food coffees to state that in the main their arguments have not been dishonest. In many cases the

statement has been plainly made that the benefit derived was from the fact that the coffee substitute enabled the user to leave off a beverage which was, to him, injurious.

The element of honesty to which I have just referred does not always appear to be highly treasured by the medical advertiser, at least if he treasures it he does it so jealously as not to let it out in public. It often seems fairly difficult for the writer of what may, perhaps, better be called near-medical literature to keep from faking it to some extent, greater or less, according to the needs of the occasion. A fair illustration of this may be found in the street-car ads of Quaker Oats, in which the reader is led to imply that Quaker Oats is a great brain producer. In all probability the man who conjured up this thought either does not himself partake of Quaker Oats in large quantities or the remedy for some reason of idiosyncrasy has not "taken" in his case. Nevertheless many people, doubtless, while eating Quaker Oats now feel their heads swelling gradually, for without question a certain element in every community is easily influenced by mystery. In fact, it is probably true that we are, every one of us, even ad critics, fooled at some time or another; it may be that in the case of adwriters they actually fool themselves. He must be level-headed who in escaping from Charybdis does not come to grief on Scylla. Fleeing from the devil, we are fortunate if the deep blue sea does not engulf us.

If it is necessary for us to be tricked into doing right it is good to be tricked, I suppose, and we cannot help having a sort of sneaking admiration for the man who has been skillful enough to trick us. We can forgive the ad man who leads us to use "Postum," if by doing so he sets us free from a cook who is ruining our digestion and our disposition by improperly made coffee. We can put up with an excess of brain if, by using Quaker Oats,

our children are led to like this excellent oat food.

The health advertising of Egg-O-See is a type of advertising that is about as free from the fake spirit as any published. The "back-to-nature" street-car ads have much of the same spirit as that evidenced in the medical journal advertising of the same company. It is true that the claim is made that Egg-O-See is the *best form* of the whole wheat. If this means that Egg-O-See is better than all other whole-wheat products, the claim is a natural one. It may, however, simply mean that Egg-O-See is a *type* of the best form of exhibiting the whole wheat. If so the medical journal advertising of this company is high class and dignified in the extreme, as indeed it should be.

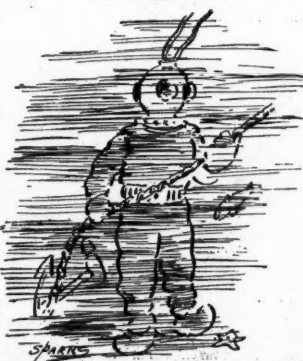
The medical idea has been injected into and has a proper place in underwear and hosiery ads, the most notable example being, perhaps, the Dr. Deimel linen-mesh underwear. It is a wonder that we do not see more medical talk in support of underwear sales. There is a chance to appeal to the regard for the mysterious by the public on this topic. It can be done in an absolutely honest way, and excellent arguments can be based upon the effect on the body of underwear of certain materials and construction, and worn in certain special ways. The same is true in the case of hosiery, particularly for women. Such copy should be written by one who is possessed of a good understanding of physiological laws. A physician with the ad copy-writing instinct could do good work along this line and is really the only one properly equipped to do such work.

Shoes lend themselves splendidly to the medical or physiological argument. This might be based on foot anatomy, taking up not only the bony structure of the foot, but the blood supply, the innervation (nerve supply), muscles and tendons. The general influence of chronic discomfort on the nervous system, as illustrated

by the constant nagging of the nerves produced by ill-fitting or improperly constructed shoes, can be made the basis of excellent and sound physiological argument.

Public confidence is the "goose that lays the golden egg." Every adwriter that prints a statement that is fake is abusing public confidence and killing the goose. He, in time, harms his own proposition; but, what is worse, he harms the proposition of everybody else and makes it more and more difficult for the honest man to build a business. It may be true that the honest man may succeed in building a business, and people bitten by others may come to him and remain with him more loyally, because of having been deceived by his competitors, but many an honest man may fail because of the liar who has gone before. For the very reason that things medical are to a great extent mysterious things to the majority of people, those who are skilled in dealing with such things ought to be the more careful to speak the truth and the truth only in medical advertising. In this direction only lies permanent and honorable success.

E. S. BARKER.



**DROP IN!
AND SEE OUR
UNDERWEAR**


A UNIQUE SIGN SEEN ON SOUTH STREET,
NEW YORK.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1906, 22,419. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.


ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,288.


CALIFORNIA.

 **Oakland.** Herald. Average 1906, 19,667; Apr. 1907, 27,685. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 538. Average circulation seven months ending July, 1907, 91,428. Home Offices, Flood Building.


COLORADO.

Denver. Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 60,909, Sunday 86,728.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Sworn dy. av. '06, 11,265.

 **Bridgeport.** Morning Telegram, daily. Average for May, 1907, sworn, 10,798. You can cover Bridgeport by using Telegram only. Rate, 1/5c. per line, flat.

Meriden. Journal, evening. Actual average for 1906, 7,580. First four months 1907, 7,734.

Meriden. Morning Record and Republican. Daily average for 1906, 7,575; 1906, 7,672.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, dy. Aver. 1905, 8,636; 1906, 9,549. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N. Y.

New London. Day, ev'g. Aver. 1906, 6,104; aver. for May, 6,546. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 5,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1906, 5,920; 1906, 6,559; Apr., 1907, 7,025.

Waterbury. Republican, dy. Aver. for 1906, 5,648; 1906, 5,957. La Cote & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 65,577 (©©).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1906, 9,432. Mar. '07, 10,000. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, dy. Av. 1906, 50,557. Sunday 57,982. Semi-weekly 74,916. The Journal covers Dixie like the dew.

ILLINOIS.


Aurora. Daily Beacon. Daily average for 1906, 4,580; 1906, 6,454.

Cairo. Citizen. Daily average for 1906, 1,477.

Chicago. Bakers' Helper, monthly (\$1.00) Bakers' Helper Co. Average for 1906, 4,917 (©©)

Chicago. Breeders' Gazette, wy.; \$2.00. Aver. circulation for year 1906, 70,000.

Chicago. Dental Review, monthl. Actual average for 1906, 3,702; for 1906, 4,901.

 **Chicago.** Examiner. Average for 1906,

649,846 Sunday,

175,000 Daily.

Guarantees larger circulation in Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for 1 Sunday, 717,681.

February, 1907: 1 Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago Journal Amer. Med. Ass'n. weekly. Average Jan., Feb., Mch., Apr. 1, 1907 50,502.

Chicago, Record-Herald. Average 1906, daily 111,745; Sunday 211,611. Average April, 1907, daily 151,648; Sunday, 216,377.

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.

Crawfordsville, Journal. The women rely on it. Dy. and wj. average, 1906, 5,873.

Evansville, Journal-News, Ar. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming, 1906 av. 174,581. Nov 200,000 4 times a mo. 70c. a line.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Actual average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for five months ending, May 31, 1907, 5,516. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales.

The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, May, 1907, 9,704. Absolutely best in South Bend.

INDIAN TERRITORY.

Muskogee, Times Democrat, 1905, average 2,881; average 1906, 5,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Arer. 1906, 8,764. "All paid in advance."

Davenport, Times, Daily aver. May, 15,098. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertisements of all kinds in 1906 than 312 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Mar. dy. 50,722.

Des Moines, Iowa State Register and Farmer, wj. Arer. number copies printed, 1906, 52,128.

Sioux City, Journal. Daily average for 1906, sworn, 28,705. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn daily average 1906, 2,170; Apr., 1907, 31,823. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News, Daily 1906, 4,260. Mar., 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 3,778; weekly, 3,054.

Pittsburg, Headlight, dy. and wy. Actual average for 1906, daily 5,963, weekly 5,278.

KENTUCKY.

Lexington, Leader, Ar. 1906, avg. 5,157. Sun., 6,793; Jan., '07, 5,556. Sy. 6,391. E. Katz, S. A.

Owensboro, Messenger, Daily aver., 4 mos. ending Apr. 30, '07, 8,499; aver. Apr., 8,702.

MAINE.

Augusta, Comfort, mo. W. R. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1906, 7,656.

Bangor, Commercial, Average for 1906, daily 3,695; weekly 28,573.

Madison, Bulletin, wy. Circ., 1906, 1,581. Only paper in Western Somerset Co.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express, Average for 1906, daily 12,806. Sunday Telegram, 8,941.

MARYLAND.

Baltimore, American, daily. Average 1906, Sun., 77,488; dy., 67,315. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,514. For May, 1907, 81,188.

The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.



Boston, Globe, Average 1906, daily, 182,936. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.





BOSTON POST

Average for March, 1907. Boston Daily Post, 240,148, increase of 6,465 over January, 1907; Boston Sunday Post, March, 1907, 234,134, increase of 5,481 over January, 1907. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Holyoke, Transcript, daily. Act. av. for year ending May, 1906, 7,539; 3 mos. '07, 7,542.

Lynn, Evening Item, daily sworn av. year 1906, 15,968; Jan. 1907, av. 16,917. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Woburn, News, evening and weekly. Daily av. net paid circ. March, 1906, 1,451.

Worcester, Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 15,306; March, 1907, 15,768. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (C & C). Paid average for 1906, 4,252.

MICHIGAN.



Jackson, Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April daily average, 7,786.



Jackson, Patriot, Average Apr., 1907, 7,445; Sunday 8,557. Greatest net circulation. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily, Sunday. Average 1906, 14,297; May, 1907, 14,751.

Saginaw, Evening News, daily. Average for 1906, 19,964; May, 1907, 20,511.

Tecumseh, Semi-Weekly Herald. Actual average for 1906, 1,155.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 37,836.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; mos., 1907, 104,100.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most promptly.



Minneapolis, Journal, Daily and Sunday (C & C). In 1906 average daily circulation 74,032. Daily average circulation for May, 1907, 75,955. Aver. Sunday circulation, May, 1907, 72,515. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.



by Am. Newspaper Directory.

St. Paul, Pioneer Press. Net average circulation for January—daily 35,502. Sunday 32,487.



The absolute accuracy of the Pioneer Press circulation statement is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald, av. May, 4,518 (Est. 5,200). Best outside Twin Cities & Duluth.

MISSOURI.

Joplin, Globe, daily. Average 1906, 15,254. Apr. 1907, 17,245. E. Katz, Special Agent, N. Y.

Kansas City, Journal, Circ'n, 275,000, 206,835 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 1½c.; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

St. Joseph, News and Press. Circulation 1906, 56,079. Smith & Thompson, East. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (C & C). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly. Average 1906, 147,032.

Lincoln, Freie Presse, weekly. Actual average for 1906, 150,784.

NEW HAMPSHIRE.

Manchester, Union. Ar. 1906, 16,758, daily N. H. Farmer and Weekly Union, 5,550.

Nashua, Telegraph. The only daily in city. Daily average year ending Dec., 1906, 4,371.

NEW JERSEY

Asbury Park, Press, 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,347; March, 1907, 8,161.

Jersey City, Evening Journal. Average for 1906, 28,005. First four months 1907, 24,069.

Newark, Eve. News. Net dy. av. for 1906, 65,022 copies; net dy. av. for Apr., 1907, 68,940.

Trenton, Evening Times. Ar. 1906, 18,227; 3 mos. dy. av. Apr. '07, 20,621; Apr., 20,682.

NORTH CAROLINA.

Albany, Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia, Daily News. Average 1906, 7,227. Jan., 1907, 7,474. Nothing like it elsewhere.



Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Actual daily average for 1906, 49,259.

Buffalo, Courier, morn. Ar. 1906, Sunday, 91,168; daily, 53,681; Enquirer, even., 32,682.

Buffalo, Evening News. Daily average 1906, 94,690; for 1906, 94,745.

Corning, Leader, evening. Average 1904, 6,258; 1906, 6,395; 1906, 6,555; Feb. av., 6,820.

Mount Vernon, Argus, evening. Actual daily average for 12 mos. end ny. Apr. '07, 4,317.

Newburgh, News, daily. Ar. '06, 5,477; 4,000 more than all other Newburgh papers combined.

NORTH DAKOTA.

Army & Navy Journal. Est. 1863. Actual weekly av. for '06, 9,706 (©). 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,212.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 3,455.

Benziger's Magazine, the only Catholic Family Magazine published in the United States. Guaranteed circulation, 65,000; rates 25c. an agate line. With September, 1907, issue, we guarantee 75,000 circulation and rates will be 50c. an agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (©).

El Comercio, mo. Spanish export. J. Shephard Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 5,109.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1833. Actual weekly average for 1906, 11,705.

The People's Home Journal. 554,916 mo. Good Literature, 452,500 monthly, average circulations for 1906—ill to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,481; September, 1906, issue, 6,995.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, 60,000.

The World. Actual aver. for 1906, Morn., 218,664. Evening, 259,057. Sunday, 412,228.

Rochester, Case and Comment, mo., Law. Av. for year 1906, 22,601. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1906, 13,053; 1906, 15,509.

Syracuse, Post-Standard. Dy. cir. last 3 mos. 50,500 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.



Troy, Record. Average circulation 1905, 18,801. Average May, 1907, 20,113. Only paper in city which has permitted A. A. examination.

Utica, National Electrical Contractor, mo. Average for 1906, 3,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Concord, Twice-A-Week Times. Actual average for 1906, 2,455; 1906, 2,262.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Nordmanden. Av. yr. '05, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; April, 1907, 9,605.

Ashtabula, Amerikan Sanomat. Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 85,869; May, 1907, 71,886 daily; Sun., 90,245.

Coshocton, Age, daily. N-T average 1906, 2,757. Verified by Asso. Amer. Advertisers.

Coshocton, Times, daily. Actual average for 1906, 2,125.

Dayton, The I. L. U. Journal, mo. National circulation. Av. for year ending April 30, '07, 14,811 copies. Critically read by 36,500 members of THE I. L. U. GRAND LODGE, the fraternal, beneficiary order of wage-workers. 5c. agate line, flat rate.

London, Democrat, semi-weekly. Actual average for 1906 3,668; now guarantees 5,300.

Newark, American Tribune leads in local and classified advertising. Ask for the figures. March average 3,727.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. Cir. 455,000.

Springfield, Woman's Home Companion. Circulation, 600,000; 150,000 above guarantee. Executive offices, N. Y. City.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 2,634.

Youngstown, Vindicator. Dy. av. '06, 15,740; '07, 10,001; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. 1906, 11,126. Guard'd. Leads all others combined by 30%.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 aver., 15,918; May, 1907, 19,859. E. Katz, Agent, N. Y.

OREGON.

Mt. Angel, St. Joseph's Blatt. Weekly. May 3, 1907, 19,188.

Portland, Journal, daily. Average 1906, 25,578; for April, 1907, 29,022.

The absolute correctness of the latest circulation rating accorded the JOURNAL is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

PENNSYLVANIA.

Erie, Times, daily. Aver. for 1906, 17,110; May, 1907, 18,523. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. M'y, 14,454. Largest paid circulat'n in H'b'g or no pay.

Philadelphia, Confectioners' Journal. mo. Av. 1906, 5,470; 1906, 5,514 (©).

Philadelphia, German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sunday 52,486, sworn statement. Circulation books open.



"In Philadelphia nearly everybody reads The Bulletin."

NET PAID AVERAGE FOR MAY.

245,835 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.



The correctness of FARM JOURNAL'S subscription statements is guaranteed by the American Newspaper Directory. The average edition for the year 1906 was 51,835 copies each month. It has more actual paid in advance subscribers than any other farm paper in the world. It has been awarded the (C), and best of all, the Seventh Sugar Bowl.



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is in the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Philadelphia. West Phila. Bulletin, week'y. Circulation 5,000. James L. Waidin, publisher.

Seranton. Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson, Average for 1906, 15,297. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1906, 17,112 (evening).

Providence. Daily Journal, 18,051 (C). Sunday, 21,840. (C). Evening Bulletin 20,620 average 1906. Providence Journal Co. pubs.

Providence. Real Estate Register; finance, b'd g, etc.: 2,528; sub pay 24% of total city tax.

Providence. Tribune. Morning 10,345. Evening 11,118. Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N. D.

Westerly. Sun. Geo. R. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual average for 1906, 4,474. December, 1906, 4,755.



Columbia. State. Actual average for 1906, daily (C), 11,207 copies; semi-weekly, 2,025; Sunday (C), 1908, 12,228. Actual average for first three months, 1907, daily (C) 12,525. Sunday (C) 12,555.

Spartanburg. Herald. Actual average for first five months, 1907, 2,529.

TENNESSEE.

Chattanooga. News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more ads. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantee largest circulation or no pay.



Knoxville. Journal and Tribune. Daily average year ending December 31, 1906, 12,692. Daily aver. last 3 months 1906, 15,247. One of only five papers in the South, and only paper in Knoxville awarded the Guarantee Star. The leader in this field.

Nashville. Banner, daily. Aver. for year 1906, 31,455; Jan. 1907, 33,288; Feb. 1907, 37,271.

TEXAS.

El Paso. Herald. May av. 7,618. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1906, 3,327; 1906, 4,115.

Burlington. Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Assoc. of Amer. Advertisers.

Rutland. Herald. Average 1906, 3,327. Average 1906, 4,236. Average 1906, 4,627.

St. Albans. Messenger, daily. Actual average for 1906, 3,051; for 1906, 3,558 copies per issue.

VIRGINIA.

Danville. The B-e. Av. 1906, 2,367. May, 1907, 2,638. Largest circ'n. Only eve g paper.

Richmond. So. Tot. and Modern Farmer, mo. average for first 3 mos. of 1907, 14,425.

Rocky Mount. Franklin Chronicle, w'y. 34,006, 1,610; March, '07, 1,920 weekly. Home print.

WASHINGTON.

Seattle. Post-Intelligencer (C). Av. for April, 1907, vet—Sunday, 41,135; Daily, 32,013; week day, 30,644. Only sworn circulation in Seattle. Largest penny and cash paid circulation in Washington; highest quality, best service, greatest results always.

Seattle. The Daily and Sunday Times led all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1906, leading its nearest rival by over 178,000 inches display and 300,000 lines of classified.

That tells the story of results. Average circulation in 1906 was 42,172 daily, 56,791 Sunday. Averages for January, 1907, were Daily 44,911, Sunday 61,591. You get the best quality and largest quantity of circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma. Ledger. Average 1906, daily, 16,059; Sunday 21,798.

Tacoma. News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Roseverte, W. Va. News, wy. Wm. B. Blake & son, pub. Aver. 1906, 2,220.

WISCONSIN.

Janesville, Gazette, d'y and s-w'y. Circ'n 1st 3 mos. 1907, daily 3,503; semi-weekly 2,552.

Madison, State Journal, dy. Average 1906 5,602; Jan., Feb., Mar. 1907, 4,834; Apr., 5,106.



Milwaukee, The Journal, evening; independent. Average 3 mos 19-7 52,282. May gain over 19.6 daily. 8,111. Biggest in history of paper. Paid city circulation alone greater than total paid of any other Milwaukee daily or Sunday.

Milwaukee, Evening Wisconsin, d'y. 40, 1906, 28,450 (66). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.



The Wisconsin AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.



WYOMING.

Cheyenne, Tribune. Actual daily average net for 1906, 1,126; semi-weekly, 2,895.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 10,161; Mar. 1907, 12,854. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 31,559; daily May, 1907, 37,121; wy. av. for mo. of Apr., 24,160.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1906, 16,177. Rates 56c. inch.

Winnipeg, Telegram. Daily aver. March, 24,568. Weekly av., 20,287. Flat rate, 3/4c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average circulation for 1906, 4,540.

Toronto, The News. Daily average circulation for the month of February, 1907, 40,210. Advertising rate 56c. per inch, flat.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1906, daily 96,771; 1906, 100,087; weekly, 49,992.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 300,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,452 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (66), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE Campaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Referee, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 136,929 more than all the other Indianapolis papers had.

TERRE HAUTE TRIBUNE. Goes into 32 per cent of the homes of Terre Haute.

STAR LEADS IN INDIANA.

During May, '07, the INDIANAPOLIS STAR carried 671.87 columns of paid classified advertising.

The STAR carried 84.90 more columns of classified advertising than carried by its nearest competitor during the same month.

The STAR gained 308.35 columns over April of last year.

The INDIANAPOLIS STAR has passed the 100,000 circulation mark. Rates, six cents per line.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America."

Guaranteed circulation over 10,000 daily.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



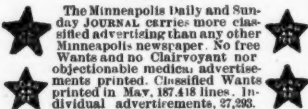
THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 44,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.



30 WORD AD. 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.



The Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in May, 187,418 lines. Individual advertisements, 27,393.

CIRCULATION THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.



by Am. Newspaper Directory

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1906), 10,778; Sunday, 14,007.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS, with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD, Guatemala City, average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN INDICATOR—Leading "Want" medium, 1c. per word; largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 1914. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.



WASHINGTON.

THE POST-INTELLIGENCER (☉☉), Seattle, Wash., is the official "Want-Ad" Directory of the Pacific Northwest. The P-I. always leads genuine want ads because its genuine home circulation among responsive want ad readers brings greatest results to advertisers. Favorite guide for agents, canvassers, investors and home seekers. The most complete and best appointed "Classified" Section. 26 big departments; 360 separate classifications. Write for sample copy. Rates, 10c. per line.



CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—sworn to). Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Rates: one cent per word per day, or four cents per word per week.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, 35,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

MAINE.

LEWISTON EVENING JOURNAL, daily. Aver. for 1905, 7,598 (◎◎); weekly, 17,448 (◎◎).

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.: \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

ENGINEERING NEWS (◎◎).—A periodical of the highest character.—Times, Troy.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL, (◎◎). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 30,791 (◎◎). Specimen copy mailed upon request. D. T. MALLETT, Pub., 253 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1905 was 18,827. MCGRAW PUBLISHING COMPANY.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 100,548; The Sunday Press, 137,863.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. The biggest and best. Able, alert, always ahead.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Cookman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, June 26, 1907.

TRY to provide something in universal demand and then let your advertising tell everybody that you have got it.

DON'T belittle your rival. He has friends who may want your goods, too, who will resent your criticism and let you alone.

A SOUTHERN girl has advertised for the fellow who kissed her, and threatens to die an old maid if he doesn't marry her. We don't dare to draw the moral, for we don't know whether it would be beneficial to advertising or to kissing.

THE *Scottish-American*, a weekly paper published in New York, has submitted to Rowell's American Newspaper Directory a detailed statement of copies printed for the year 1906, showing an average of 14,875 each issue. This paper is now eligible to a place upon the PRINTERS' INK Roll of Honor.

A SALE that satisfies the customer fortifies the advertisement and goes "marching on."

A Novel Plan.

Much is printed about automobile speeding, and many arrests are made and fines imposed for this offense. It is claimed by motorists, however, that the public has little conception of real speeding. To give better notions of how an auto looks when it is going some, the Warner Instrument Company, Beloit, Wis., has constructed a giant speed indicator, which will be carried around on an auto in New York City to show the absurdity of the ten-mile-an-hour minimum speed now imposed by law. This advertisement indicator, says *Automobile*, is ten feet high, four feet in diameter, with figures twelve inches in height, mounted on an automobile chassis and driven from the transmission shaft. The accuracy of the instrument has been thoroughly tested, and it is further vouched for by a couple of independent indicators driven from the front wheels of the automobile. Running through the streets of the city the speed of the vehicle is visible to all, the intention of the Warner Company being to show the public the rates of speed of various types of vehicles, and to draw attention to the inconsistencies of the present restrictions. The first public display took place a few days ago in New York City, and was witnessed by a number of newspaper representatives, automobile club officials, and the motoring public generally. The Warner Instrument Company intends to send the giant speed indicator through all the principal cities of the United States and carry on an active campaign against the present arbitrary speed laws. By educating the public to a more just appreciation of speed, and as a protest against the application of a cast-iron law, it is hoped to pave the way to a more reasonable condition of affairs in the matter of auto legalities.

IN the United States there are two papers printed in Esperanto; the "universal" language. These are the *American Esperanto Journal* and *L'Amerika Esperantisto*, published in Boston and Oklahoma City, respectively.

S. ROLAND HALL, who for several years has been a writer of advertising matter for the International Correspondence Schools, has been appointed principal of the I. C. S. School of Advertising. Will R. Parker, the former principal, resigned to go with the E. T. Burrowes Company, of Portland, Me.

THE *Pacific Monthly* has issued a new rate card to go into effect with the July issue. The page rate will be \$130 with proportionate rates for halves, quarters and eighths, and the line rate will be fifty-eight cents. There will be discounts for three pages used within a year, and also for twelve pages used within a year. This magazine now claims to print in excess of 100,000 copies. It is represented in the East by Albert M. Thornton, St. James Building, New York.

THAT misfortunes, such as a burglarized store, could be turned into a profitable advertisement was recently shown by a New York merchant. The show window of his men's furnishing store on upper Third avenue was smashed by burglars a few nights ago, and a quantity of shirts, underwear, hosiery, and neckwear was stolen. Within an hour after opening his store on the following morning, the proprietor had placed on the smashed window the following large sign in black letters:

BURGLARS DID THIS!

Our Goods Are So Nobby And Tempting That They Could Not Resist Taking Them.

All during that day thousands of people stopped at the store, and gazed curiously at the smashed window and sign. A large number of them walked in, made a purchase, and wanted to know how it all happened.

THE Anaconda, Mont., *Standard* has been elected to membership in the American Newspaper Publishers' Association.

A Dainty booklet comes from the International Silver Company, Meriden, Conn., entitled "Cooking and Serving En Casserole." Not alone is it a good-looking piece of literature, but it is upon a subject which is important in present-day cooking and serving.

THE *Evening Sentinel*, published by the Sentinel Publishing Company, of Winston-Salem, N. C., has just installed another Mergenthaler Linotype machine, and in addition to the news service of the Publishers' Press has contracted for an additional service from the Hearst Special News Service.

Three Worthy Catalogues. It is a discouraging task to make a piano catalogue which is good enough to merit attention, but this is what Steger & Sons, of Chicago, have accomplished. In illustrations, typography, and, most important, in the clearness of description, and brevity of statement the catalogue is commendable.

A handsome catalogue comes from the Macev Company, of Grand Rapids, illustrating a new line of colonial bookcases. It is printed on heavy plate paper, and furnishes a good example of what is best in the printing art. The work was done in Grand Rapids, by the Cargill Company.

The Binner-Wells Company, of Chicago, has produced a catalogue for the Kewanee Water Supply Company which is worthy of comparison with any catalogue of the year which has come to the attention of PRINTERS' INK. The Binner-Wells Company writes "This Kewanee catalogue has salesmanship ability: it tells its own story in the best possible way. In compiling it we considered the man who *didn't* know but had the price, and the man with both the price and the "know."

THE United Drug Company issues a house-organ called "Rexall Ad Vantages," designed particularly to inject enthusiasm for Rexall Remedies among druggists and their clerks.

THE Horn-Baker Advertising Agency of Kansas City has issued a booklet entitled Profitable Advertising Service, designed to show that this is the sort of service that the agency renders.

THE members of the Cleveland Advertising Club banqueted at the Hollenden Hotel on June 4th. Since the amalgamation of the Manufacturers' Advertising Club with the Cleveland Ad Club the membership has increased to one hundred and twenty-five.

JAMES M. THOMSON, publisher of the New Orleans *Item*, called upon the Little Schoolmaster recently. He has been in charge of the *Item* for six months, and in this period has apparently won the confidence of the better class of the people of New Orleans, which, in a measure, had previously been lacking. The *Item* is an evening paper, and its daily edition has a larger circulation than any of its competitors.

Indianapolis The Indianapolis *Star* was published in its new building for the first time on June 4. The actual moving of the plant was simplified because of the fact that in many respects the *Star* has started with a new outfit. The entire press-room equipment is new, as well as the office furniture, and a large portion of the machinery in the stereotyping and photo-engraving departments. The new double sextuple press has a capacity of printing 96,000 twelve-page papers an hour.

The *Star* was established four years ago this month, and in this period has built up a circulation which is claimed to be more than the combined circulation of all other Indianapolis newspapers.

GEORGE F. BOOTH, publisher of the Worcester, Mass., *Evening Gazette*, has been elected president of the Worcester Board of Trade.

It is stated that the Will A. Molton Distributing Agency, of Cleveland, is the only concern in the country devoted exclusively to circular distribution as a national proposition. The agency has recently issued a booklet descriptive of the service.

CALKINS & HOLDEN, of New York, have entered into a reciprocal arrangement with H. Powell Rees, of London, whereby each agency will represent the other in its own country. A similar arrangement has been made with A. McKim & Company, of Montreal, so that hereafter Calkins & Holden will have both London and Montreal offices. At present two of the accounts handled by Calkins & Holden in the United States are handled by H. Powell Rees in England: The J. B. Williams Company, and the National Phonograph Company.

THE *Woman's Home Companion's* cover designs are attracting wide attention. The one here shown, by Alice Barton Stevens



is one of the few chosen from several thousand submitted in the magazine's recent cover contest, and is a worthy successor to the "Yawning Baby" on the April number.

TURKISH TROPHY copy is going out to dailies through the Ben B. Hampton Agency.

ANGOSTURA BITTERS advertising is being placed with daily papers by the Homer W. Hedge Company.

COPY is being placed for *Courrier Des Etats-Unis*, New York City, with the magazines by R. Guenther.

MAGAZINE advertising of the Reliance Varnish Works, New York City, beginning in October will be placed by I. J. Rose.

THE Frank Presbrey Agency is placing advertising for the Dominion-Atlantic Steamship Company in New York City dailies.

H. S. STERNBERG is making 5,000 line contracts with New York City dailies for the Hutchinson-Pierson Company, makers of the "Star" shirt.

LAWRENCE ALTMAYER, formerly doing special work for the *Dry Goods Economist* and the *Times*, New York City, is now connected with H. S. Sternberg's Agency.

J. WALTER THOMPSON is placing advertising for "Cliquot Club" ginger ale in Maine, New Hampshire and Vermont weeklies, and is renewing contracts for Chichester Chemical Company's display advertising with daily papers.

THE Frank Seaman Agency is placing the usual copy for Northern Steamship Company and "Ivanhoe" silk gloves, New York City, with daily papers, and also a portion of the Columbia Graphophone Company's advertising with magazines.

I. J. ROSE is sending out copy for the Sterling Mills, New York City, manufacturers of carpets, rugs, etc., to mail-order publications, and is using half-page space in standard magazines for A. L. Silberstein, New York City, Carbo-Magnetic razors.

R. GUENTHER is placing copy for "Dr. Mason's," Chatham, N. Y., in Sunday papers throughout the United States.

F. K. MITCHELL places the advertising of "Cresta Blanca" wines, Livermore, California, and "Bosca" Champagne, Canelli, Italy.

WALTER BAKER & COMPANY, Boston, have placed copy for their fall and winter advertising with a selected list of dailies, direct.

ANDREWS & COUPE are placing advertising for the Fort Comfort Inn, Piermont-on-Hudson, New York, with dailies in New York and nearby cities.

S. L. WILCOX is placing the advertising for National Home Remedies Company, Brooklyn, with daily papers, and Boericke & Tafel, New York City, olive oil, with dailies and trade publications.

ANDREWS & COUPE are placing copy for Milton S. Kishlet, New York City, real estate, with dailies; Manhattan Investment Company, New York City, with financial papers and magazines; Annabel & Hambly, Salem, Mass., metal polish, with magazines, and Dix Manufacturing Company, Lewistown, Pa., live stock powders, with farm journals.

STANLEY L. WILCOX, formerly plan and copy man for J. Walter Thompson, has recently secured an interest in the business of Andrews & Coupe. He controls the following accounts: A. S. Hoyt, "Jelletac" paste; Pure Gluten Food Company; California Perfume Company; Greeting & Company, perfumes; Standard Varnish Works, insulating varnishes; Boericke & Tafel, olive oil, and The Sure Shot Company, corn cure, all of New York City; National Home Remedies Company, Brooklyn, and the National Herb Company, Washington, D. C.

ANDREW SIMONSON, publisher of the *Wisconsin Agriculturist*, Racine, died June 6th.

W. F. HAMBLIN & COMPANY are placing copy for Fredenburg & Lounsbury, New York City, brick makers, in New York and New Jersey dailies; McDonald & Wiggins Realty Company, New York City, in magazines; Green Motor Car Company, Newark, in New York and New Jersey papers; "College Brand" clothing in selected list of newspapers; Royal Baby Plate Company, New York City, in women's magazines and Hawkes-Jackson Company, patented tacks, New York City, in women's publications.

Presbrey's Clients. A recent select list of the clients of the Presbrey Agency, New York, is published in that agency's new house organ, *Presbrey's Little Book*, and includes:

Standard Sanitary Mfg. Co. (Porcelain Enameled Ware). The Wilcox & White Co. (The Angelus Piano Player). Natural Food Co. (Shredded Wheat Biscuit). Gorham Mfg. Co. (Silver-smiths). New England Watch Co. L. C. Smith & Bros. Typewriter Co. American Farm Products Co. American Soda Fountain Co. Standard Table Oil Cloth Co. (Sanitas Wall Coverings). Parfumerie Ed. Pinaud (Perfumery and Toilet Articles). Whiting Mfg. Co. (Silver-smiths). R. Wallace & Sons Mfg. Co. (Silver-smiths). Hamburg-American Line. Tiffany Studios. Studebaker Bros. Mfg. Co. (Carriages and Automobiles). Locomobile Company of America. Mauser Mfg. Co. (Silver-smiths). American Writing Paper Co. American Lead Pencil Co. Henri Nestle (Nestle's Milk Food). Suchard Chocolate. Title Guarantee & Trust Co. Bond & Mortgage Co. National Bank of North America. Bowery Savings Bank of New York. Cleveland Motor Car Co. Seaboard Air Line. W. & J. Sloane (Rugs and Carpets). Higgins & Seiter (China and Glass). Brokaw Brothers. Strouse, Adler & Co. (C-B Corsets). Park & Tilford. Siegel-Cooper Co. (Mail-order Department). Smith & Wesson (Revolvers). The Hopkins & Allen Arms Co. Pinehurst. Marlin Firearms Co. J. M. Lyon & Co. (Diamonds). Abbott Shoe. Lewis A. Crossett (Shoes). Monopole Champagne. Pommery Champagne. Vacuum Cleaner Co. G. F. Heublein & Bro. (Club Cocktails, etc.). Perrier (Mineral Waters). Edward Smith & Co. (Varnishes). French & Ward (Textiles). N. Erlanger Blumgart & Co. (Velutina).

THE Ireland Agency, Philadelphia, has opened its New York office in the Tribune Building, and same is in charge of J. W. Magers, formerly with the Ayer Agency.

Benziger's Magazine, New York, has recently added to its staff George Baldus, formerly circulation manager of *Men and Women* and business manager of the *American Grange Bulletin*, both of Cincinnati.

Fun In Cincinnati. Cincinnati's Nameless Club of Advertising Chiefs, representing many millions of dollars, and such corporations as The Globe-Wernicke Co., The Procter & Gamble Co., The Andrew Jergens Co., The Globe Soap Co., The United States Playing Card Co., The Blaine-Thompson Co., The Procter & Collier Co., T. A. Snider Preserve Co., and Stearns & Foster Co., on June 13 had its final dinner at Heidelberg, a Kentucky suburb. The dinner was in the nature of Commencement exercises. Each "student" delivered an essay, and each was awarded a diploma with the degree of P. P., which meant Persoification of Publicity for Ren Mulford, jr.; Perpendicular Publicity for Stanley Resor, Pneumatic Publicity for Jefferson Livingston, and so on.



A COVER DESIGN BY HENRY J. PECK, A MEMBER OF THE HOWARD PYLE COLONY IN WILMINGTON, DELAWARE.

WHO'S WHO AND WHERE-FORE.

GEORGE THOMPSON: ST. PAUL
"DISPATCH."

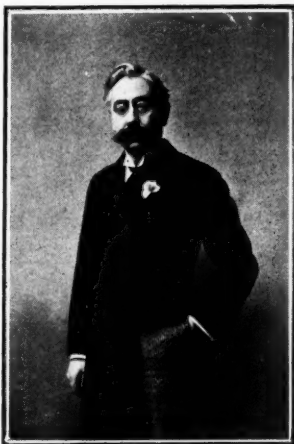
When in the summer of 1885 a country editor from Illinois invaded St. Paul on his wedding journey, he had no idea of becoming a moral lever in the town that carries the name of the great apostle. As a matter of fact he was even then at the ripe age when new enterprises are undertaken by men rather guardedly. He was already forty-five, and if he had thus waited to sing his epithalamium until the meridian of years, it may be guessed that the world of journalism had not opened wide its gates of possibility to him. He had published a weekly paper in the Sucker State that had not been unsuccessful as country papers go, but in the "Who's Who in America" no reference is made to that. So we too will regard it as a forgotten incident and say that George Thompson began life in 1885 as a newspaper man in the city of St. Paul, when he was forty-five years old.

Like several other successful men in the same line of business, he was ripened by hardship that just barely escaped being failure. A man who creates a newspaper has his task definitely cut out for him as to work, and he has many hard fences to climb and many a broad river to cross. One way or the other trouble is his daily portion, and George Thompson had his share, but he climbed the fences, swam the rivers, and now is the owner and controlling spirit of one of the best newspaper properties in the Northwest, and one that in many respects offers rivalry to the best in the country—the St. Paul *Dispatch*.

As our country grows older and crystalizes its business interests such creations will cease to occur. Already there are significant reasons for saying this, because great newspaper properties can in a measure select their directors, and the impetus they have attained is too overwhelm-

ing to allow intruders in the field that they occupy so fully. If instances were arguments in support of this opinion, there is the New York *Herald*, the Cincinnati *Enquirer*, the Springfield *Republican*, the Philadelphia *Inquirer*, the Boston *Transcript*, the Chicago *Tribune*, the San Francisco *Chronicle*, and the Brooklyn *Eagle*, in their second or third generation of ownership and giving no sign of decay.

Where cities spring up newspapers will also have birth. But where are new cities to spring up? The field is fairly occupied with



GEORGE THOMPSON.

possible cities, and equally well with newspapers, and wheresoever one hereafter makes good, it will be by reason of a successful fight with newspapers that are armed to defend their place.

That was not altogether so in St. Paul when the *Dispatch* was started on its way to success. There were two papers then, but they occupied the morning field. They were the *Globe*, a democratic sheet, and the *Pioneer Press*, stalwart high-tariff republican. But they filled the bill and did it well.

The editor of the *Globe* was in many respects the best all-round journalist in the Northwest except for this reason—his was an

impracticable mind. He had the beautiful vision of the future that made newspapers in the West until very recently. It will soon be useless for all who may follow him. He had the real estate man's view without his ability to realize on what he saw. He was, moreover, really a fine writer, an indefatigable worker; and when H. P. Hall died recently journalists in the Northwest obtained a chance to put a monument over the grave of a man who did more than any other to demonstrate the value of their profession. But Hall didn't win out. That was left for Thompson to do.

The *Pioneer Press*, also, had an editor in the person of J. A. Wheelock who was an exceptional man. When he died, not many months ago, all St. Paul mourned its loss. Then the *Pioneer Press* was engaged in cutting ice for J. J. Hill—the railway King. It wasn't a bad thing to do for Hill was no objectionable citizen, although as a monarch he is no little bit of a tyrant, and the papers that bowed to him had to grovel in the dust. The *Dispatch* didn't do that. It might have done it and still have prosperity, but its boast is that it did not; so it was a marked individuality from the first days of the George Thompson control.

Mr. Thompson, as we have said, came to St. Paul on his wedding trip. He didn't intend to stay. He would stop a few days at the Merchants or Metropolitan, have a look at Minnehaha Falls, a short trip to Lake Minnetonka, drive his bride around Fort Snelling and take the boat back to Dubuque or Rock Island, and resume his dull life as country editor.

But the wedding journey gave a glamour to the country, and there were other reasons; and before Mr. Thompson left St. Paul he went into the *Pioneer Press* office and asked for a job in the business department. He there encountered Robert A. Craig, the manager of the advertising department. We can guess that Mr. Craig about this time

was not very much a manager. St. Paul was then a town of 20,000 or 25,000. There wasn't a great deal of advertising to manage. There were a few department stores, the weekly change of bill at the theater, the stated amount of publicity from the railroads and occasional steamboat and the amount of wants, lost and found and the metropolitan air to throw over them, which is among the first thing a western city tries to do. But he reverts with fond reminiscence to the fact that he saw possibilities in the applicant. He talked with him, found him fecund of ideas and interesting, and finally said: "Now I haven't anything to offer you, but there is the *Evening Dispatch*, across Third street. It is a big sheet and is old fashioned, but there are possibilities there. Suppose you look in on them." So Thompson went over to the *Dispatch* and was hired for \$5 a week. His business was to cut out the advertisements from the morning papers and carry them out to their place of issue and ask "Can't we have that?"

One who has sat in company with Mr. Thompson at the meeting of the Board of Directors of the Associated Press can imagine that he fulfilled such errands with curious dignity and ability. And he could also guess that he did not long follow them. In a few years he bought an interest, and in a few more years he bought the whole property, and in a few more, say about 1895, he had the paper moving in a bee line to success. From that course it has never wavered.

While he was willing to go to work for \$5 a week at first, Mr. Thompson was not by any means broke when he took the job. He had his property in the wilderness of Illinois, which was something. His friends say he was able to bring \$100,000 to St. Paul. But let us assume that is the flattery which cordial minds give to success, and call the figures an expression of generosity. His bank balances do not show it, but they do show a long period of

stress and worry. He was in debt more than \$100,000 before his paper began to pay. He had spent \$200,000 before it was absolutely on its feet.

The Greek philosopher who said that there was no more sublime spectacle than a strong man struggling against adversity hadn't seen in his day a man trying to build up a newspaper. He didn't have the opportunity to observe Joseph Pulitzer trying to make the *World*, or Melville Stone establishing the *Chicago News*, or Adolph Ochs in his struggle for existence with the *Chattanooga Times*, or Mr. Thompson with the *Dispatch*. We have a way of regarding the success and forgetting the blood and sweat that were expended in the building up.

Thompson's idea of an evening newspaper was one that should not alone interest business men as such. He wanted the women, the real and final buyers in the markets of life to take a hand. After a while he got them. To emphasize their attention he turned the paper over to them for an issue and they edited it in all of its departments, paid its charges and collected its profit, and earned \$10,000 for their charities. Swear by it? Why of course not, they wouldn't swear, but they did better, they regulated their purchases by it, and do to this day.

Of course every newspaper that amounts to anything in any city has one standard form of profit if it cares to embark in its pursuit. That is to reform its civic life. Sometimes it does it, more often it does not, but about all of them have a try at this obvious game. The *Dispatch* did break up the City Hall gang and earned the temporary gratitude of the citizens.

Like most successful newspaper men of modern days Mr. Thompson is not a journalist. He can think, he can devise, plan, direct, but he does not write. He reformed that quality of individual weakness when he left Illinois. He ought to be a good writer for he is one of the best raconteurs in the world. He can tell an

apropos story fitted for any situation on a moment's notice, in fewer words, with more wit and point, perhaps, than any living narrator. No one ever grew rich more gracefully, no one ever got wealth that he expended more wisely nor beneficently, and no one enjoys life more keenly than George Thompson. The bride that he brought to St. Paul shared in his hard work in the same spirit and splendid fellowship that she presides over his home, overlooking the Mississippi from Summit avenue, where they have established a collection of pictures that is a credit to the amateurs of the same State who bought Detaille's "Tel-el-Kebir," Mrs. Thompson's replica of the "Roll Call" and Rosa Bonheur's study of "Sheep at Sunrise."

We have said that Mr. Thompson had no history until he came to St. Paul. That is a western euphemism. He is an Englishman by birth, born in the cream land of the south coast, in Devonshire, was entered at Oxford.

Minnesota has much to say for itself when she calls the roll of her successful men. Like J. J. Hill, the late Senator Windom, Cushing Davis, the living one Knute Nelson, Ignatius Donnelly in literature; her great millers, the Washburns and the Pillsburys, and her eminent newspaper men, H. P. Hall, who failed, J. A. Wheelock and George Thompson who has won success.

A CLERGYMAN'S FOLLOW-UP SYSTEM.

A woman who had just moved into an apartment in the neighborhood of a West Side church was awakened about 7 o'clock by a violent ringing of her doorbell.

"What on earth is the matter?" she asked of the young man standing in the hall.

"Time to get ready for church," he said, and started upstairs.

But the woman called him back and demanded an explanation.

"I'm hired by the curate to wake folks of mornings," he said. "Almost everybody in these buildings around here goes to that church on the corner, but they get out of going to early service by saying that they can't wake up in time. The curate thought if that was all that kept them away the difficulty could be overcome, so he hired me to get them up early.—N. Y. Sun.

WHERE THE SPECIAL AGENTS ARE NOW.

The new Brunswick Building, New York, on the northwest corner of Madison Square, is so largely devoted to advertising tenants that it is practically monopolized by such interests. This merging of the industry is evidently regarded as a good thing by competent business men, for some energetic gentlemen have got together and organized a national bank to take care of the finance of that building and neighborhood.

The *Commercial Union* has just made a list of the special agents in the new building, and finds that, out of 500 newspapers represented in New York, nearly half now have homes there—187 publications throughout the United States and Canada. Fifteen prominent special agencies look after these mediums. Following is a list of the special agents, and a key number, in order that readers can see at a glance in the list of papers hereafter enumerated, by whom the publication is represented:

Name.	Key.
Berdan, A. E.	A
Bright & Verree	B
Brooke, Wallace G.	C
Clayden, A. E.	D
Crall, L. H., Company	E
Hand, Knox & Cone Co.	F
Morton, William J.	G
Northrup, Frank R.	H
O'Mara & Ormsbee	I
Smith & Thompson	J
Shannon, R. J.	K
Vreeland-Benjamin	L
Washburn, Harry L.	M
Westfall, Edward A.	N
Williams & Lawrence	O
* * *	
Akron (O.) Times-Democrat (K)	
Albany (N. Y.) Journal (L)	
Albany (N. Y.) Times-Union (B)	
Amsterdam (N. Y.) Recorder (H)	
Anaconda (Mont.) Standard (G)	
Atlanta (Ga.) Georgian News (J)	
Baltimore (Md.) Sun (E)	
Bath (N. Y.) Advocate (H)	
Binghamton (N. Y.) Press (J)	
Binghamton (N. Y.) Republican (L)	
Birmingham (Ala.) News (F)	
Bloomington (Ill.) Pantagraph (K)	
Boonville (N. Y.) Herald (H)	
Boston (Mass.) The Columbian (M)	
Boston (Mass.) Fashion World (M)	
Boston (Mass.) Herald (C)	
Boston (Mass.) New Styles (M)	
Boston (Mass.) Popular Fashions (M)	
Boston (Mass.) Social Visitor (M)	
Boston (Mass.) Traveler (J)	
Boston (Mass.) Woman's Home Journal (M)	
Brooklyn (N. Y.) Daily Eagle (I)	
Bridgeport (Conn.) Post (L)	
Buffalo (N. Y.) Courier and Enquirer (F)	
Buffalo (N. Y.) News (J)	
Buffalo (N. Y.) Times (B)	
Burlington (N. J.) Enterprise (H)	
Butte (Mont.) Miner (H)	
Charlotte (N. C.) News (H)	
Chattanooga (Tenn.) News (J)	
Chattanooga (Tenn.) Weekly News (J)	
Chester (Pa.) Times (H)	
Chicago (Ill.) Inter Ocean (E)	
Cincinnati (O.) Commercial Tribune (F)	
Cincinnati (O.) Times-Star (A)	
Cleveland (O.) News (E)	
Cohoes (N. Y.) Republican (H)	
Colorado Springs (Colo.) Gazette (F)	
Columbia (N. C.) State (J)	
Corning (N. Y.) Leader (H)	
Cortland (N. Y.) Standard (H)	
Davenport (Ia.) Democrat (K)	
Dayton (O.) Journal (B)	
Decatur (Ill.) Herald (K)	
Denver (Colo.) News (B)	
Denver (Colo.) Post (F)	
Denver (Colo.) Times (B)	
Des Moines (Ia.) Capital (I)	
Detroit (Mich.) Free Press (F)	
Detroit (Mich.) Journal (B)	
Duluth (Minn.) News-Tribune (J)	
Elizabeth (N. J.) Journal (H)	
Elmira (N. Y.) Telegram (J)	
Fort Worth (Tex.) Star (L)	
Fresno (Cal.) Democrat (O)	
Glens Falls (N. Y.) Times (H)	
Gloversville (N. Y.) Herald (L)	
Gloversville (N. Y.) Leader (H)	
Grand Rapids (Mich.) Herald (B)	
Greatfalls (Mont.) Tribune (H)	
Hackensack (N. J.) Record (H)	
Hamilton (O.) Sun (K)	
Harrisburg (Pa.) Star-Independent (L)	
Harrisburg (Pa.) Telegraph (K)	
Hornell (N. Y.) Tribune (H)	
Hudson (N. Y.) Republican (H)	
Ithaca (N. Y.) News (H)	
Jackson (Mich.) Patriot (K)	
Johnstown (N. Y.) Republican (H)	
Johnstown (Pa.) Democrat (K)	
Joplin (Mo.) News-Herald (K)	
Kalamazoo (Mich.) Gazette (O)	
Kansas City (Mo.) Journal (F)	
Kewanee (Ill.) Star-Courier (H)	
Kingston (N. Y.) Leader (H)	
Knoxville (Tenn.) Journal and Tribune (L)	
Knoxville (Tenn.) Sentinel (F)	
Lakewood (N. J.) Times-Journal (H)	
Lancaster (Pa.) Examiner (H)	
Lexington (N. C.) Dispatch (H)	
Lexington (Ky.) Herald (L)	
Lincoln (Neb.) Journal and News (F)	
Little Falls (N. Y.) Times (H)	
Little Rock (Ark.) Gazette (J)	
Lockport (N. Y.) Union-Sun (H)	
Los Angeles (Cal.) News (G)	
Los Angeles (Cal.) Times (O)	
Madison (Wis.) State Journal (H)	
Martinsburg (W. Va.) Journal (D)	
McKeesport (Pa.) Times (K)	
Memphis (Tenn.) Commercial Appeal (J)	
Middletown (N. Y.) Times-Press (H)	
Milwaukee (Wis.) Sentinel (O)	
Minneapolis (Minn.) Journal (I)	
Mobile (Ala.) Register (F)	
Montgomery (Ala.) Journal (F)	
Montpelier (Vt.) Journal (H)	
Mt. Vernon (N. Y.) Argus (H)	
Nashville (Tenn.) Banner (L)	
Newark (N. J.) News (I)	

Newark (N. J.) News (N) (N. Y. City Rep.)
 Newburgh (N. Y.) News (H)
 New Orleans (La.) Times-Democrat (F)
 New Orleans (La.) Item (J)
 Newport News (Va.) Times-Herald (J)
 New York (N. Y.) Globe (I)
 Niagara Falls (N. Y.) Gazette (H)
 Norfolk (Va.) Landmark (F)
 Norfolk (Va.) Ledger-Dispatch (J)
 Norfolk (Va.) Virginian-Pilot (L)
 Norwich (N. Y.) Sun (H)
 Oakland (Cal.) Herald (K)
 Oakland (Cal.) Tribune (O)
 Ogdensburg (N. Y.) Journal (H)
 Omaha (Neb.) World-Herald (B)
 Pittsburg (Pa.) Chronicle-Telegraph (F)
 Pittsburg (Pa.) Dispatch (C)
 Pittsburg (Pa.) Gazette-Times (F)
 Pittsburg (Pa.) Leader (B)
 Pittsburg (Pa.) Post (J)
 Pittsburg (Pa.) Sun (J)
 Plainfield (N. J.) News (H)
 Plattsburg (N. Y.) News (H)
 Plattsburg (N. Y.) Press (H)
 Portland (Ore.) Journal (L)
 Poughkeepsie (N. Y.) Star (H)
 Pueblo (Colo.) Chieftain (F)
 Pueblo (Colo.) Star-Journal (J)
 Quincy (Ill.) Whig (K)
 Raleigh (N. C.) News and Observer (H)
 Reading (Pa.) Eagle (O)
 Richmond (Va.) Journal (J)
 Richmond (Va.) Leader (F)
 Rockford (Ill.) Register-Gazette (K)
 Rome (N. Y.) Sentinel (H)
 Sacramento (Cal.) Bee (F)
 Saginaw (Mich.) Evening News (O)
 Salt Lake (Utah) Herald (F)
 Salt Lake (Utah) Telegram (O)
 San Diego (Cal.) Tribune (L)
 San Diego (Cal.) Union (L)
 Sandusky (O.) Star-Journal (L)
 Saratoga (N. Y.) Saratogian (H)
 Savannah (Ga.) Press (J)
 Schenectady (N. Y.) Gazette (H)
 Seattle (Wash.) Post-Intelligencer (G)
 Sioux City (Ia.) Farmer and Breeder (O)
 Sioux Falls (Ia.) Tribune (O)
 Sioux Falls (S. D.) Argus-Leader (L)
 South Bend (Ind.) Tribune (K)
 Spokane (Wash.) Chronicle (G)
 Spokane (Wash.) Spokesman-Review (G)
 Springfield (Ill.) State Journal (O)
 Springfield (Ill.) State Register (K)
 Springfield (Mo.) Republican (H)
 Springfield (O.) Sun (D)
 St. John (N. B., Can.) Telegraph (H)
 St. Louis (Mo.) News-Press (J)
 St. Louis (Mo.) Republic (C)
 St. Louis (Mo.) World (K)
 St. Paul (Minn.) Dispatch (F)
 Syracuse (N. Y.) Journal (J)
 Tacoma (Wash.) News (B)
 Toneka (Kan.) Herald (L)
 Toronto (Ont.) Globe (B)
 Toronto (Ont.) News (L)
 Trenton (N. J.) Times (J)
 Troy (N. Y.) Times (O)
 Utica (N. Y.) Observer (H)
 Utica (N. Y.) Saturday Globe (J)
 Warsaw (N. Y.) Times (H)
 Washington (D. C.) National Tribune (J)
 Washington (Pa.) Observer and Reporter (K)
 Waterloo (Ia.) Courier (H)
 Watertown (N. Y.) Times (B)
 Wheeling (W. Va.) Intelligencer (D)
 Wheeling (W. Va.) News (D)
 Wheeling (W. Va.) Register (O)
 White Plains (N. Y.) Record (H)
 Wichita (Kan.) Beacon (O)
 Wilkesbarre (Pa.) Record (L)
 Williamsport (Pa.) Grit (J)
 Wilmington (Del.) News (K)
 Winchester (Va.) Star (D)
 Winona (Minn.) Republican-Herald (K)
 York (Pa.) Dispatch (L)

MAKING GOOD UNDER HANDI-CAP.

Got a theory that a "juvenile" periodical will not pay you? Got any facts to back it up? We have a whole lot of facts and figures—the careful study and classification of fourteen years' work—that prove the contrary in astonishingly varied lines of business. Some of them we would almost have admitted (in advance) ourselves, would not pay—but they did. We never yet have landed a nice big contract that did not call for more arguments, statistics and other data from us than would be demanded from any little old "popular 10-cent magazine" that makes a flash on the news-stands in the big cities—and burns up the return copies in the furnace room. We're not grumbling, only asking for an open-minded hearing.—*Star Monthly Solicitor.*



A MODERN LAOCOON.

CAUSE OF THE POSTAL DEFICIT.

The assertion has been frequently made that second-class matter is responsible for the postal deficit. PRINTERS' INK has occasionally ventured to suggest that the true explanation is not that periodicals pay the Government too little, but that the Government pays the railroads too much. It is interesting to note that the boys who actually handle the mail are of the same opinion. The cartoon printed above is reproduced from the May issue of *The Railway Post Office*, the official organ of the Railway Mail Association.

WHAT'S ALL THIS?

NEW YORK, June, 10, 1907.

Editor of PRINTERS' INK:

The June number of the *Billposter* contains an article strongly favoring billposting in preference to the bulletin sign proposition. The article referred to is ludicrously weak in its presentment, and so acrimonious in its tone that it is well calculated to do more harm to the cause of outdoor display than anything that could possibly appear in that journal, supposedly published in the interest of poster advertising.

Instead of emphasizing as convincingly as possible the various reasons why, upon a short run contract, the billposting proposition is better than paint, the writer of the article referred to goes off at a tangent, threatens all kinds of dire calamities for the little billposter that exploits painted signs instead of billposting, and like the advocate with a weak case proceeds to sling mud at the other side, in this instance the Gunning system—one of the largest paint concerns that exclusively exploits bulletins and painted wall advertising in various western cities.

It appears that the Gunning people published in the *Signs of the Times* an estimate of cost of comparative methods and for advertising on a basis of one year's contracts, in which a one inch ad in fifty-nine of the leading English papers, published in fourteen large western cities, costing \$28,802, and 8,775 street-car cards in that number of cars in the same cities, costing \$42,120, were made to appear very small cheese in comparison to the publicity assured the advertiser using 226 of Gunning's bulletins in that same territory at a yearly cost of \$27,120.

Newspapers and car cards are of no interest to the *Billposter*, and what aroused its wrath was that in this same estimate of cost Gunning set forth the statement that to gain an equivalent amount of publicity to that claimed for his 226 bulletins, centrally situated in the leading thoroughfares of the fourteen selected cities, it would be necessary to post 23,600 sheets of posters at a cost of \$39,562; and it was this particular comparative statement that created the concussion in the office of the *Billposter*.

According to the *Billposter* Gunning's figures are as false as his media are crooked. How does the advocate for the billposting fraternity present his case for the consideration of those advertisers having hundreds of thousands of dollars to expend in advertising, and who look for authentic data and information upon which to base and allot their appropriations? The *Billposter*, without any acknowledgment of its source, extracts the estimate of cost of comparative methods, as embodied in the comprehensive article of Frank R. E. Woodward, of the Gunning system, and publishes it in the *Billposter* under the caption "The Gunning System's False Estimate of Advertising Mediums," a caption which, if not libelous, is certainly defamatory to the character of the Gunning System. If Gunning has the

nerve to publish in a trade journal estimates, subject to criticism, which are not only misleading but deliberately false, then Heaven only knows how much more heinous may be his estimates for submission to advertisers direct, and when he has no reason to fear the expert dissection of the *Billposter*.

In its opening attack on Gunning's estimate, the *Billposter* alleges "that comparative schedules gotten up in the interests of paint invariably distort the cost of billposting, either from intent or lack of knowledge on the part of the compilers," and to support that allegation this presumed practical writer on billposting, after scoffing at the theoretical statistician, proceeds to select Gunning's figures of 5,000 sheets for the posting of Chicago, and then emphatically states, "As a matter of fact no one ever heard of 5,000 single sheets (the first item mentioned in Gunning's estimate) being posted in a single city for a month's display by a national advertiser."

What Gunning may have to say, in retort, the writer knows naught, but in justice to Gunning, it should be mentioned that the greenest of national advertisers can mentally or by a dozen strokes of the pen learn that 5,000 sheets are only equivalent to 208—6x4 stands of twenty-four sheets each, and that the official big list published each month in the *Billposter* gives such cities as Philadelphia or Brooklyn 300 6x4 stands, viz.: 7,200 sheets, as necessary for an average display in either of those two cities. Gunning, therefore, was very modest in allotting only 5,000 sheets as necessary to secure an average display in wide-awake Chicago, with a population exceeding that of either of the two somnolent cities.

Gunning's estimate, debiting only 1,000 sheets, for the posting of such cities as Kansas City or St. Paul, in order to secure the same volume of publicity as he claims, his scheduled number of bulletins in those same cities would give at a lower cost than billposting, may or may not be inaccurate, but certainly they are not given with intent to mislead and so induce the advertiser to favor Paint instead of Posters. If Gunning's figures err at all in respect to that vital question of cost, they undoubtedly err in favor of billposting as against his own media, for according to its own official data the *Billposter* lists Kansas City for 2,400 sheets, and St. Paul for 3,600 sheets, as necessary to secure an average display, consequently these two cities alone call for an expenditure of 110 per cent and 360 per cent more than what Gunning's estimate specifies for the billposting of those two cities.

For an outdoor display in all of the 14 cities scheduled, Gunning gives his one fixed price for a showing on 226 selected bulletins, to cover the entire population of those cities (those of the inhabitants confined indoors or away from such cities are more than counterbalanced by the transients from surrounding small towns or distant cities), and Gunning apparently really favors the billposter by not only not figuring on

the full complement of paper that the scheduled cities call for to secure an average display, but he also favors the outposting proposition, by figuring on the official rates as given in the *Billposter* for each of the cities mentioned.

Gunning surely must know that no one ever secures a proper showing upon the big billposting plants at the rates set forth in the *Billposter*. That's becoming an old joke. The small town billposter, in fear of the big stick, may stand for restrictions to adhere to official fixed rates and discounts, until his town is usurped by one of the leading members of his trade, but *a la* Rudyard Kipling, that's another story from the man that has some exact knowledge of the inside curves appertaining to "the largest," "the greatest," "the biggest," and "the finest" billposting plants of the country.

It is a very simple matter for the *Billposter* to jot down the official rate of sixteen cents per sheet per month to billpost Chicago, New York, or certain other big cities, and then multiply that rate by the number of sheets to post in either city, and so get at figures to support an allegation that the actual cost of posting a variety of locations, in such a city, is less than for one painted sign for the same period. A location worthy of paint is always more or less good; a location worthy of billposting varies from good to the horrible example acknowledged by the *Billposter*; and all locations, either for paint or posters, vary in quality and price according to situation and other conditions, too numerous to mention, so why beat about the bush in order to support the case.

The *Billposter*, when it publishes what it calls the "correct comparative cost of posting and painting," is not only deliberately misleading the advertiser but doing more injury to its trade interests than tongue can tell. Suppose an advertiser, relying upon that "correct comparative" estimate, selected Cleveland (one of the cities scheduled), and ignoring Gunning as a most undesirable citizen, decided to have that eminent and reliable firm, The Bryan Co., of Cleveland, for the sum of \$672.39 (the *Billposter's* figures based on Cleveland's regular rates and cost of printing), to give a year's billposting of 7x4 stands on 14 different billposting fences in Cleveland, would the editor of the *Billposter* have us believe that this posting would be as conspicuous, or at all equivalent in value, to the service that the same firm of Bryan & Co. would have given if the advertiser had asked them to select and paint fourteen of their many excellently located bulletins, at a yearly expenditure of \$1,680, the amount debited by the *Billposter* as the cost of paint, because that is the amount asked by Gunning for his service on fourteen bulletins in Cleveland.

It certainly is not true, as stated by the *Billposter*, that members of that fraternity can give a showing either in big or little cities for much less than half the paint man's price. At present, and for some years, I have sold both paint and poster displays where loca-

tions carrying either are about equal in quality. It is about six to one on one, and half a dozen to one on the other, both in respect to cost of maintenance as well as of selling price—the only difference lays in the fact that the paint man pays more for an artist to go up against the bulletin once or twice a year with a paint brush than the billposter pays a billsticker to go up against a billboard seventeen to fifty-two times a year with a paste-brush.

If the editor of the *Billposter* has any real ambition to get out correct comparative estimates of cost of posting and painting, it would be an easy matter for him to proceed to the O. J. Gude Co., where anyone would be pleased to sell him a bulletin on probably the best location in New York, viz., Broadway and 34th st., for \$100 per month. Then let Mr. Editor, relying upon that precious sixteen cent rate, ask the local billposter to post twenty-three 7x4 stands on twenty-three locations, to cost \$103 per month—the published rate signifies the possibility of the deal, but if made, Mr. Editor would sooner or later waken up to the fact that his twenty-three stands were more or less subject to the attention or cogitation of Bronx Billygoats, or were posted upon uptown side streets where the grass grows between the cobblestones, or upon Avenues A, B and C, and not, perhaps, a single stand on Broadway.

The billposter's solicitor might, however, persuade even the editor of the *Billposter* to discard the idea of putting out twenty-three 7x4 stands upon weak-kneed locations, and only post one 7x4 on the only billboard between Broadway and 34th street, and his office in the St. James Building. All right, that one stand goes up on the roof opposite the Gilsey House, on the wrong side of Broadway, near 29th street, but it costs \$100 per month just the same as the bulletin at Broadway and 34th, and in addition the advertiser has to pay for and supply the paper to be posted.

Now where is the difference on this practical demonstration? It is true that the *Billposter* might repeat its sarcasm about a bulletin even at such an excellent location as Broadway and 34th street, bring a stuck-in-one-spot-same-old-story, but there are others who might refer to the poster at Broadway and 29th street as being a stung-in-one-spot-sans-any-glory to the advertiser.

FRANCIS AUBREY.

117 Waverly Place.

AMERICA'S MAGAZINES LEAD.

Not even the most patriotic of English critics could deny that in the matter of lighter magazines America makes a far better showing than her mother country. This fact is proved by the large circulation of American monthlies in England as compared with the much smaller circulation of English monthlies in America. Almost any ordinary English reader could name off-hand half a dozen American fiction monthlies. What American could do the same for English magazines?—*London letter, in Saturday Review of New York Times.*

THE WOMAN AFTER BARGAINS.

"I have found out," said the gray-headed man, "why it takes a woman so long to do a little shopping. It is because she stops to count her money so often. I went shopping with a woman the other day. She pays cash for everything, consequently she took money along. She counted it just before she left home. She had \$24.65. The first thing she bought was a piece of silk. As soon as she had paid for that she counted her money again, with a host of other shoppers and employees, of course, standing around watching the proceeding. After that she made several other purchases, and upon settling for each one she counted her money."—*New York Sun.*

"A SEASONABLE window is attracting considerable attention locally," writes E. Dangerfield to the *Chemist and Druggist*. "It is a 'sulphur' window throughout. The shelves, etc., are covered with sulphur-yellow demy, and a double row of yellow-wrapped sulphur skin-lotion dummies forms a handsome foreground. Then comes a row of sulphur soap. In glass bowls are flowers and milk of sulphur, roll sulphur, and black sulphur. I had thought of constructing an effigy of 'muckle And Hornie' himself, to be seated on the apex of a practicable volcano; but suddenly remembered that the 'new theology' had done away with the conception of an anthropomorphic, material archfiend.

THE circular matter sent out during recent months by the Home Pattern Company, of 615 West Forty-third street, New York, has been of a high order. Arguments have been given an unusual wording, and printing and paper have had a character apart from the ordinary follow-up literature. And assuredly the campaign has had the merit of persistence.

The circular matter referred to in the above extract from "Printers' Ink" for May 29, 1907, was designed, written and printed by The McFarland Publicity Service. Through the courtesy of The Home Pattern Company, we will be able to send complete sets of samples to a few publishers who may be sufficiently interested to write for them.

THE MCFARLAND PUBLICITY SERVICE
HARRISBURG, PENNSYLVANIA

J. Horace McFarland, *President*
Jefferson Thomas, *Vice-President and Manager*

From the Jamestown Exposition.

I was very glad to get your sample book, and will make up another order when I go back to the Royal Palm at Miami, Fla. It is like pulling teeth to get printers to send money with the order. I tried to get Fred Sterry to send you an order when I was at Palm Beach, but couldn't make it.

E. T. MORRIS,

Inside Inn Station, Jamestown Exposition.

My friends seem to remember me wherever they go and are always soliciting business for me. The first order is always hardest to land, but when the purchaser sees how much he gets for such a little outlay, he is more than pleased, and all the coaxing in the world will not induce him to change afterward. All I ask is a trial, and when the goods are not found up to the highest standard of quality, the money is refunded, also the transportation charges. Send for my sample book and price list.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street,

New York.

MEMBER OF



THE

SELECT COUNTY WEEKLIES

Of New York

Is an Association composed of Weekly Papers in the State of New York, which have 2,000 circulation or more, or have the largest weekly circulation in the County where published. The list is composed of the Strong Papers of Large and Known Circulation. They are papers of modern methods which General Advertisers have found to be profitable.

"It pays to be especially discriminating in choosing media among country weeklies."—*Printers' Ink.*

OFFICERS:

President: GEORGE E. MARCELLUS, the Le Roy Gazette.
 Vice-President: A. B. WALLACE, Rockville Center Observer.
 Secretary: L. C. SUTTON, the Massena Observer.
 Treasurer: WILL O. GREENE, the Fairport Mail.

Following is a list of the papers belonging to THE SELECT COUNTY WEEKLIES OF NEW YORK, the circulation given being guaranteed by the publishers:

Name of Paper.	Town Where Published.	County.	Circ'n.
Herald.....	Watertown.....	Jefferson.....	5,000
Recorder.....	Catskill.....	Greene.....	3,914
Courier.....	Chatham.....	Columbia.....	3,800
Democrat.....	Pulaski.....	Oswego.....	2,100
Democrat.....	Herkimer.....	Herkimer.....	2,400
Republican.....	Lyons.....	Wayne.....	2,420
Gazette.....	Le Roy.....	Genesee.....	2,350
Mail.....	Fairport.....	Monroe.....	2,500
Observer.....	Massena.....	St. Lawrence.....	2,750
Times.....	Owego.....	Tioga.....	2,438
Record.....	Marlboro.....	Ulster.....	1,306
Observer.....	Rockville Center.....	Nassau.....	2,750
Democrat.....	Cortland.....	Cortland.....	2,296
Long Islander.....	Huntington.....	Suffolk.....	2,125
Sentinel.....	Granville.....	Washington.....	3,350
Democratic Register.....	Ossining.....	Westchester.....	2,500
Journal.....	Adams.....	Jefferson.....	1,800
Journal.....	White Plains.....	Westchester.....	2,436
Re-Union.....	Watertown.....	Jefferson.....	3,500
Observer.....	Fulton.....	Oswego.....	2,500
Tribune.....	Medina.....	Orleans.....	1,650
Democrat.....	Peekskill.....	Westchester.....	2,000
Gazette.....	Middleburg.....	Schoharie.....	2,400
Gazette and Journal.....	Baldwinsville.....	Onondaga.....	2,450
Enterprise.....	Saranac Lake.....	Franklin.....	2,000
Counsellor.....	Champlain.....	Clinton.....	4,000
Herald.....	Boonville.....	Oneida.....	4,000
Democrat.....	Hosack Falls.....	Rensselaer.....	2,000
Western New Yorker.....	Warsaw.....	Wyoming.....	3,840
Journal.....	Canandaigua.....	Ontario.....	2,000
Independent.....	Hamburg.....	Erie.....	3,000
Post.....	Ellicottville.....	Cattaraugus.....	2,730
Spectator.....	Rushford.....	Allegheny.....	2,250
Reporter.....	Horseheads.....	Chemung.....	1,600
Republican.....	Cazenovia.....	Madison.....	1,500
Enterprise.....	Aitmont.....	Albany.....	2,500
News.....	Warrensburg.....	Warren.....	2,200
Farmer.....	Malone.....	Franklin.....	4,000
Chronicle.....	Penn Yan.....	Yates.....	3,600
Republican Register.....	Moravia.....	Cayuga.....	1,835
Republican.....	Cooperstown.....	Otsego.....	2,200
Union.....	Norwich.....	Chenango.....	2,000
Democratic Union.....	Oneida.....	Madison.....	2,600
Union.....	Newark.....	Wayne.....	2,200
Censor.....	Fredonia.....	Chautauqua.....	2,000
Times.....	Warsaw.....	Wyoming.....	2,000

Advertisers will correspond directly with publishers for rates.

SUMMER DULNESS

PRINTERS' INK is of the opinion that every advertiser does not spend all of July and August in the mountains or at the sea-shore or in Europe, preparatory to the Autumn campaign. The Little Schoolmaster believes that a few of them intend to devote *part* of the Summer season, at least, to laying plans which will put some vim, instil some life into this Autumn campaign, once it begins.

Only a few of us can afford to stay away from work *all* Summer.

This belief of PRINTERS' INK in the willingness and need of advertisers to make plans and select mediums in the Summer-time is so strong, that the publishers have decided to take this very occasion to reach out after new subscribers among advertising men who do not get the paper at present. A list of 16,000 names of advertisers has been secured from the Chicago *Daily News*, and will be used for the purpose. These are live advertisers, and ought to be subscribers for PRINTERS' INK. The campaign will extend over eight weeks, beginning with the issue of July 17, the forms of which close July 10. During these eight weeks 2,000 additional copies will be mailed each week. A letter will also be sent to each person on the list, in order to secure a subscription from him.

PRINTERS' INK is going
to combat the
"Summer Dulness Evil."

Autumn Business

A manufacturer of slate roofs recently sold a large order to a leading University as a result of advertising which appeared last November.

Periodicals which circulate among the retailers of the wearing-apparel trades are now running advertisements of next Winter's fashions, and maybe the fashions of next Spring as well.

There is a printing-press manufacturer in New York who used space in a trade paper for a whole year because he wanted to gain the attention of a single publisher who would not give him a personal interview. And at the end of the year he landed his man.

Why should *you*, Mr. Publisher, take a vacation all Summer long and then expect in the Autumn to gather in all the business? Advertising takes time to sink in; and during the next ten weeks important decisions will be reached by advertisers regarding mediums.

Summer is a dull season, in the sense that new contracts are not placed in large number; it is not dull for the advertiser, and it should *not* be dull for the publisher who is looking forward to September and October.

The eight issues of PRINTERS' INK mentioned on the previous page furnish an excellent opportunity to talk to 16,000 advertisers in addition to regular readers of the paper.

No advance in rates. Classified advertising, 20 cents a line per insertion. Display, \$3 an inch, \$10 a quarter page, \$20 a half page, \$40 a page. For the eight insertions, multiply these prices by eight.

PRINTERS' INK,

10 Spruce St.,

New York.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

What cannot be seen or read cannot be expected to excite a very lively interest in the mind of the casual reader. Merritt & Company, in their advertisement marked No. 1, have reproduced their name plate and the product of their manufacture in a jumble of misty oblivion. Close scrutiny develops the fact that behind the lettering there are two articles. These might be upright pianos,

plate is readable, and the introduction of a figure gives a touch



"Expanded Metal or Sheet Steel Construction"

Certain concerns in quest of system installed a series of Merritt Lockers, after they had fully satisfied themselves by comparison and investigation that Merritt Lockers out-classed all other makes in point of superiority.

Send for Book "Unit Steel Lockers."

MERRITT & CO.

1000 Ridge Ave., Philadelphia, Pa.

NO. 1.

they might be packages of gum, in fact they could be almost anything the imagination could suggest. It seems beyond comprehension that such a miserable arrangement could pass the critical eye of those who have built up a successful business. The lockers should never have been squeezed into their hopeless position behind the lettering, and the lettering should have been more simply executed.

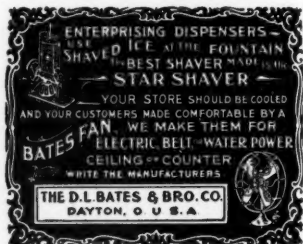
In design No. 2 the locker is displayed to advantage, the name



NO. 2

of human interest to the advertisement.

There is a very logical reason why white lettering on black is not so easy to read as the opposite, and yet a surprising number of advertisers fail to appreciate



this when they place their O. K. upon matter exploiting their

products. They ought to realize that the hurried glance of the every-day magazine reader is much too rapid, and further that he is unwilling to injure his eyesight and waste his time in endeavoring to decipher illegible copy. The reproduced advertisement of D. L. Bates Bros. Company is a glaring example of this thought. A clear illustration of the two articles displayed, with sufficient white space left for black type on a white ground, would be far more sensible and satisfactory.

* * *

A more unfortunate example of preferred position than the Carson Bread advertisement, which is printed in such close juxtaposition to the Campbell Undertaking advertisement, could hardly

Use Carson's Bread T. J. Campbell

Undertaker and
Funeral Director

Office 4th St.

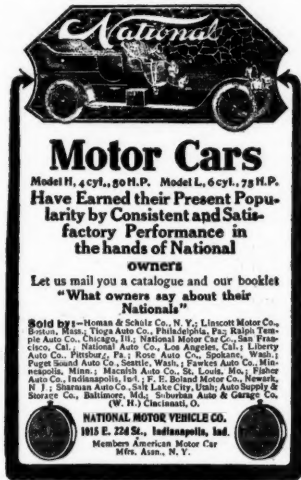
Phone 123

be cited or conceived. For gruesome proximity it certainly is entitled to the medal, no reference whatever being intended to Gold Medal Flour. This advertisement only emphasizes the need of individual designing as well as placing. If an advertisement is complete in its own right, with an appropriate border to hold it together, it can be put anywhere and unpleasant complications will not follow.

* * *

If a designer is *not* thoughtful—not practical, he does not know where to stop. "Just a little bit more" is a favorite maxim. In the National Motor advertisement there is a half-tone illustration of the motor car. So far, so good—but—inasmuch as we as-

sume that the National Motor Vehicle Company does not embrace side lines of cracked glass or memorial windows, the presence of a background that suggests these two complications appears to be uncalled for. It



National

Motor Cars

Model H, 4 cyl., 20 H.P. Model L, 6 cyl., 28 H.P.

Have Earned their Present Popularity by Consistent and Satisfactory Performance in the hands of National owners

Let us mail you a catalogue and our booklet
"What owners say about their Nationals"

Sold by:—Homan & Schurz Co., N. Y.; Linscott Motor Co., Boston, Mass.; Toga Auto Co., Philadelphia, Pa.; Ralph Temple Auto Co., Chicago, Ill.; National Motor Car Co., San Francisco, Cal.; National Auto Co., Los Angeles, Cal.; Liberty Auto Co., Pittsburg, Pa.; Rose Auto Co., Spokane, Wash.; Puget Sound Auto Co., Seattle, Wash.; Fawcett Auto Co., Minneapolis, Minn.; Macalath Auto Co., St. Louis, Mo.; Fisher Auto Co., Indianapolis, Ind.; F. E. Boland Motor Co., Newark, N. J.; Sierman Auto Co., Salt Lake City, Utah; Auto Supply & Storage Co., Baltimore, Md.; Shorbas Auto & Garage Co., (W. H.) Cincinnati, O.

NATIONAL MOTOR VEHICLE CO.
1915 E. 22d St., Indianapolis, Ind.
Members American Motor Car
Mfrs. Assn., N. Y.

destroys the strength of the half-tone, it befuddles the eye and makes the reader unhappy.

A QUALITY AD.

"Hello, hello!" shouted an uptown grocer. He held the receiver to his ear for a moment while he frowned impatiently. Then a smile transformed his features.

"Oh!" he said, "Andrew Carnegie's house? All right, I'll hold the line."

A brief pause. Eight or ten women who were waiting fidgeted.

"Yes, Mrs. Carnegie!" shouted the grocer into the phone. "This morning's order? Yes, and the goods have been sent; they should be at your place now—How is Mr. Carnegie feeling to-day? Good! I'm glad to hear it. Yes; thank you. All right, good-bye."

One of the customers who had been waiting for the proprietor to wait upon her while he was busy with "Mrs. Carnegie" said sarcastically to a woman who stood by her side:

"That makes me tired. Every time that man gets a store full of customers, as he frequently does at this time of the day, he always has a call from some wealthy person in the neighborhood."

"No, of course they don't trade here—that's what I'm getting at. They are fake calls."—*New York Sun*.

It's a poor advertisement that tells how badly the advertiser needs the money.—*Burba's Barbs.*

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (21 lines) for each insertion, \$0.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 118 Dearborn St., Chicago.

POSITION as clerk with advertising agency by young man—wish to learn the business. JOHN CLEMENTS, 416 Clark St., Knoxville, Tenn.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

POSITION desired by a woman ad-writer in or near New York City. Beginner; intelligent and capable; moderate salary. "MISS L.", 387 Adelphi St., Brooklyn, N. Y.

IF YOU CAN fill a high grade business or technical position, we have opportunities you ought to consider. Write for booklet. HAPGOODS, 306 Broadway, N. Y.

AGENTS WANTED to sell our Stylographic and Fountain Pens. Write for Catalogue and Agents' discount. J. ULLRICH & CO., Mfrs., Dept. 16, 27 Thames St., New York, N. Y.

EXPERIENCED Advertising Solicitor now with trade paper desires to make change Aug. 1. Would consider position with general magazine on commission basis. "SOLICITOR," care P. 1.

PRACTICAL NEWSPAPER MEN WANTED to fill desirable positions now open. We can give every capable man the opportunity for advancement. Send for free Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

ADVERTISING MANAGER, handling publicity of large engineering corporation; successful in dealing with technical and financial advertising problems, seeks wider scope for talent and energy. Ad-writer, Journalist, Engineer. Address "TAIREB," care Printers' Ink.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 816 Grand Ave., Kansas City, Mo.

NEW YORK ADVERTISING CORPORATION wants young man of ability as copy writer and estimate man. Must have some experience and invest \$200 in stock of company. Salary \$15 weekly until ability is proven. Excellent opportunity for a bright chap of limited experience. Address with full particulars, "ADMAN," P. O. Box 146, Brooklyn, N. Y.

AN advertising agency that is young and small, desires the services of a competent manager, capable of taking complete charge of every detail; one able to make the business grow, will find this a position in which he can grow with it. Address with full particulars regarding past experience, and if possible, samples of work and remuneration expected. "STRICT CONFIDENCE," care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as ad-writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 25 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad-writer in New York owes his success within a few months to my teaching. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. J. C. KENYON, Owego, N. Y.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 75¢; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONES for the job press, newspaper or catalogue. Our new location is right in the heart of the city, two blocks from Times Square subway station. STANDARD ENGRAVING CO., Seventh Ave. at Fortieth St., New York.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75¢; 6 or more, 50¢ each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

PAPER.

BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

FOR SALE.

FOR SALE—Two-letter linotypes, recently rebuilt, fully guaranteed, immediate delivery. Address "WHITE," care Printers' Ink.

A HOE two-roller drum press, bed 27 by 34, in.; first-class condition; price, \$350. STYLES & CASH, 135 W. 14th St., New York City.

FOR SALE—8-page Scott perfecting press, with necessary curved stereotyping machine; y. Will print 4 or 8 pages; 6, 7 or 8 columns, in very good condition. Address JOURNAL AND TRIBUNE, Knoxville, Tenn.

BUSINESS CHANCES.

DRUG stores and positions, U. S. or Canada. F. V. KNIEST, Omaha, Neb., U.S.A.

PRINTERS.

WE print catalogues, booklets, circulars, ad matter—all kinds. Write for prices. THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

ADWRITING.

NO BETTER BUSINESS GETTERS than letters when they fairly pulsate with a direct personal appeal. I've been a close student and writer of business-getting letters since 1890. Let me write yours. JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

PATENTS.

PATENTS THAT PROTECT. Our 8 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Leclerc Building, St. Louis, Mo.

THE Styer Publicity Service Advertising prepared, illustrated and placed. Geneva, N. Y.

THE IRELAND ADVERTISING AGENCY, 3016 Tribune Building, New York, 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

FOR LESS THAN \$5,000.00

We can sell you 10,000 lines in 14 leading papers of Canada's 10 principal cities. We are specialists in Canadian advertising, and if you want best results here consult us.

The Desbarats Advertising Agency, Ltd.
Suite 50, 42 Victoria Square, Montreal, Canada.

PRINTERS' SUPPLIES.

Gordon Press Motors

Just perfected friction drive, variable speed, alternating and direct current Motors for Gordon and Universal Presses. Variations 100 to 3,000 impressions per hour. Write for booklet "P."

GUARANTEE ELECTRIC CO.,
Chicago, Ill.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

OFFICE PASTE prepared as needed. Try Bernard's Paste Powder; cleaner, better and cheaper than mucilage; mix it as needed with cold water; 316 carton, enough for 12 months in average office; mailed postpaid to any address for 60 cents. **BERNARD**, 609 Rector Building, Chicago, Ill.

BILLPOSTING AND DISTRIBUTING.

66 SQUARE FEET of billboard space, including cost of poster, at five cents per day is certainly a proposition that should interest any advertiser; 3,000 towns have available space, and the Associated Billposters and Distributors guarantee the service. Office, 609 Rector Building, Chicago, Ill.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (©©) Greatest book of its kind. Published annually. 35th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

DISTRIBUTION.

**Mr. Advertiser,
Can't You Use It?**

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so distributed or destroyed. WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
700 Oakland Bank Building, Chicago, Ill.

ADVERTISING MEDIA.

REACH 1,200 homes in Troy and Central Miami County, Ohio, by using the RECORD. Only daily. Delivered directly to 300 homes in city alone. Read by women. Rate, 27c. line, net.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2. prepaid. **THE PRINTERS' INK PUBLISHING CO.**, 10 Spruce St., New York.

PRINTING.

PROMPT delivery of highest quality printed business forms and advertising matter, is our specialty. Let us estimate on your next order. If your job is a very technical one or requires exactness in all respects we can suit you. **THE BOULTON PRESS**, Drawer 9, Cuba, N. Y.

PUBLISHERS.

Newspaper Publishers

DESIROUS OF INCREASING

Local Advertising Patronage

WILL LEARN OF

A Most Effective Plan

BY ADDRESSING

THE LINCOLN PUBLISHING CO.

38 to 52 S. 4th Street,
Philadelphia, Pa.

Only one paper in each town will be considered.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

ADDRESSES FOR SALE.

MARRIED ladies' addresses, and others, received daily; very select; first time sold, 500 for \$1. **ELLIS-BUTTON CO.**, Kalamazoo, Mich.

FRUIT RAISING FARMERS—A list of 4,000 names fresh and up-to-date. Home addresses absolutely correct. \$15 gets it. **C. G. REYNOLDS ADV. COMPANY**, cor Market and Santa Clara Sts., San Jose, Cal.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

MECHANICAL Trade Monthly; Has age; fair circulation; Representative advertising. Owner will sell half interest. To practical man with \$10,000. Good advertising possibilities. Fine chance for right man.

EMERSON P. HARRIS,
Broker in Publishing Property,
453 Broadway, New York.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

NEW YORK.

Editor Ready Made Department:

DEAR SIR—Will you kindly criticise the attached letter and oblige?

A READER OF PRINTERS' INK.

My impression is that a great many words have been used to little purpose. Even if previous letters contained more detailed information, this is a very unsatisfactory letter. It is full of generalities, some of which come dangerously near to the meaningless platitudes which its writer evidently wished to avoid. It strikes me that more should have been said about the convenience of a credit account—that the appeal would have been much stronger if written with the assumption that the reader is a regular patron of a custom tailor who extends credit but adds a substantial amount to the cash price because of it. It doesn't matter if the reader of the letter never had a suit made to measure, and has no idea of doing so; the assumption that he is a custom tailor's man is a subtle and perfectly harmless form of flattery that will go far towards bringing him in. And, it seems to me that either the letter or the folder should have mentioned some good thing that had just ripened, in the way of a suit or light overcoat, by which Brill goods and methods might be measured. Something depends upon the contents of the preceding letters; but, whatever they were, this letter, reprinted below, is not well calculated to clinch their effect, if they had any:

BRILL BROTHERS, Clothiers,

NEW YORK, May 20, 1907.

Mr. Blank, New York:

DEAR SIR—We have addressed you on two occasions recently in connection with the establishment of our credit department, not an installation department but a regular legitimate credit service for the convenience of our patrons entitled to such accommodation.

We hope you are not opinionated to such an extent as to make our appeal to you one of meaningless platitudes.

We are pre-eminently an American business concern seeking out the automatic act of habit—do better, and have striven not to equal, but to surpass.

It cannot help but be patent to you that success in business means the advancement of a firm's productions, which with proper surroundings, such as we are able to offer you to-day, in our up-to-date shops, properly manned by experienced and courteous sales-people, must readily convince you of our high commercial standing.

The enclosed folder represents but a few of the excellent values among our furnishing requisites. Won't you come and be convinced. The courtesy will be appreciated.

Yours very truly,

BRILL BROTHERS.

Credit Department, 279 Broadway.

An Attractive Life Insurance Offer.
From the Erie (Pa.) Dispatch.

What Is Your Life Worth?

You expect to live twenty years; you expect to have \$10,000 in the bank when you die.

We will guarantee that amount to your family at a cost of about 3½ per cent, and pay it if you should die the first week.

For particulars inquire of

W. J. ROBINSON,

Berst Block,

11 West Eighth Street,

Erie, Pa.

Comprehensive. From the Richmond (Va.) Evening Journal.

If You Don't Need

what we advertise, perhaps you do need what we don't.

If we catalogued all the things we have, our announcements would look like a time-table.

Whatever man or boy wears, from the skin out, the head down and the feet up, we have in wide and varied range.

If it's smart and art, it's here.

Spring Suits, \$12 to \$25.
Have a look.

JACOBS & LEVY,
Richmond, Va.

J. ARTHUR PAQUET,
Dyer & Dresser.

QUEBEC, P. Q., Canada.

Editor Ready Made Department:

DEAR SIR—

You will find enclosed a series of ten small ads, which we are running in a selected list of papers, from Halifax to Vancouver, for the benefit of the dealers who buy their hats from us.

The dealer's name appears at the bottom of each ad, in his local paper.

We will be greatly obliged if you will kindly criticise these ads in the columns of PRINTERS' INK.

The writer is a subscriber to PRINTERS' INK, through the retail branch of this firm. Yours very truly,

K. S. FENWICK,
Advertising Manager.

I like these ads very well, because they are written in an easy, conversational way, are short, and are reasonable in their claims. There is just one exception—a very positive one—and that says, "Carter" quality has never yet been attained in any other brand at less than \$4.50," and this about a hat that sells at "from \$2.50 up." I don't think that anybody with brains enough to make \$2.50 will believe that it will buy, in a "Carter," or any other brand, a hat that cannot be equaled in another make for less than \$4.50. Even if it were true you could not make buyers believe it without telling them "why," and I don't believe you could even then. This must have been a bit of carelessness, for I fail to detect any similar tendency in other ads of the series, some which are here reprinted without the eye-attracting illustrations which show quite human looking faces under quite natural looking hats:

THE WILKINSON.

The "Wilkinson" Fedora has the happy knack of conforming at once to any shape of head—it is becoming to almost every type of face too. If you have never worn a "Wilkinson," just try this on and see what the glass has to say about it.

Prices \$2 up.

THE WILKINSON.

Here is one of this season's new shapes in the famous "Wilkinson" Hat. There is nothing else in soft felt to compare with this for summer wear. Light—cool—dressy—serviceable—what more could you want in a Hat?

Prices \$2 up.

THE CARTER.

And this is one of the new spring shapes in the "Carter"—the new English hat you have heard so much about. No fear of the trimmings wearing shiny or the felt turning rusty in this hat. The quality is all there—the style is apparent.

Prices \$2.50 up.

A Headline That Sizes Up the Situation in a Single Sentence. Prices, Too. From the Wheeling (W. Va.) Telegraph.

**It's Either Flies
or Screens—
Now's the Time
to Decide!**

If you've spent the greater part of the night trying to frighten away an operatic mosquito and had your morning nap disturbed by an inquisitive fly—well, if you screen your house now, 'twill prevent a repetition this summer. By attending our Opening Sale the cost will be small.

Walnut Stained Screen Doors, 69c. up; Varnished Pine Screen Doors, 98c. up; Fancy Yellow Pine Screen Doors, \$1.25 up; Three-Panel Screen Doors, \$1.39 up; Best Yellow Pine Doors, \$1.69 up; Adjustable Screen Windows, 23c. to 49c., according to size. Bring your measurements.

GEO. M. SNOOK CO.,
Wheeling, W. Va.

Sounds Like a Lot for a Little. From the Pittsburg Gazette-Times.

**A Dress For
A Dollar.**

This concerns the woman who is planning for a \$1.50, \$2.50 or \$3 Wash Suit.

How shall we put it mildly? To-day we'll send the newest Summer Suits in jumper and shirtwaist effects, some in plain finish and some trimmed with braid and embroidery. They're made of excellent washable lawns, percales and English satteens—plain white or white with polka dots, stripes and figures, or the newest checks and plaids. All sizes from 32 to 44. Your choice, \$1.

KAUFMANN'S,
Pittsburg, Pa.

PHILADELPHIA, Pa.

Editor Ready Made Department:

DEAR SIR—Here's one that's good to keep. I don't think that it needs any comment, though I heard a man remark that he wouldn't object to one of the suits if he were dead but would have no use for one before. Yours,

J. P. M'GONIGAL.

A proper appreciation of the fitness of things is not given to all who write ads, otherwise we should have less of fool advertising and better results. Doubtless, many readers of the "Bulletin," reprinted below, which was a small but conspicuous part of a large and fairly good ad, will think it funny, but there are many others whose sensitive natures will rebel at such levity. The principal purpose of advertising is to attract—not merely to attract attention (which is easy enough), but to attract *favorable* attention (which is quite another thing). The "Bulletin" referred to will surely repel the greater number of readers and destroy any good effect which the balance of the ad might have. A footnote in the original ad states that "The bulletins in my windows are changed hourly." Let us hope they are changed for the better if any of them are like this one from the ad:

MY BULLETIN.

A man was buried this week in one of my \$10 black Suits.

The undertaker said he was the best looking corpse he'd ever seen.

A Good Hat Ad from the Grand Rapids (Mich.) Evening Press.

Brown's the Thing In Headwear.

The new brown derbies have been approved by smart dressers and are already the craze in the East. We have the Stetson models in flat or curled brims, all proportions of crown and all shades of brown. Light as feathers and made of excellent materials, the Stetsons are \$3.50.

Also Brown Fedoras and Soft Crushables.

American Hats, \$2; Colston Hats, \$2.50; Hurley Hats, \$3.

THE STAR CLOTHING
COMPANY,
Grand Rapids, Mich.

An Interesting Proposition.

We will furnish your entire winter's supply of

Coal On Credit

at lowest cash price. No extra charge for credit. Ordinary coal companies charge 25 cents a ton extra if coal is charged and won't charge it unless you are considered wealthy. We will gladly put in your entire winter's supply now, guaranteeing full weight and best quality coal, and you pay us only one dollar a week. We charge no interest and add nothing to bed-rock cash price. Our booklet gives details. It's free.

CASH STORES CO.,

Providence—290 Westminster Street. Pawtucket—228

Main Street.

Hours, 8.30 A. M. to 6.30 P. M. daily; also Monday, Thursday and Saturday until 9 P. M.

A Good Investment Ad, Except That the Headline Doesn't Seem To Fit Quite Right.

If Seeking Investment.

It is to the interest of a bank to protect the community from losses through mining "stock" swindles, bucket-shoe schemes and get-rich-quick perils, and we are glad to offer our advice and assistance in selecting sterling investments.

We buy and sell high grade securities and can always offer attractive investments to our customers. At the present time we are the owners of \$180,000 Knoxville City bonds among other lots, and will be pleased to quote prices upon application. Executors of estates and others having trust funds in their care can at all times secure safe and paying investments in bonds and mortgages from us, and we would be pleased to take the matter up with them either in person or by correspondence.

KNOXVILLE BANKING CO.,

Knoxville, Tenn.

W. H. Gass, President,
J. W. Hope, Vice-Prest.,
W. W. Willis, Cashier.
State, County and City Depository.

Somebody sends me the ad reprinted below, from the *Bee*, Danville, Va., and asks "What do you think of this?" I don't see anything the matter with it, except that where it says "Has the largest," it should say "Has a larger," or "Has larger." It does sound a bit boastful, but that is all right if the statements made are true. If they are not true—well, that is a matter that will take care of itself. It might be a good idea to follow this ad with a series, taking up each statement in turn and giving some facts and figures to substantiate it:

Established 1872.

THE FIRST NATIONAL BANK OF DANVILLE,

Danville, Virginia.

United States Depository.

Has the largest combined capital and surplus of any two banks in Danville combined.

Has the largest deposits of any three banks in Danville combined.

Has the largest total resources of any four banks in Danville combined.

Has the largest surplus of all other banks in Danville combined.

Has the largest dollar and cent security to depositors of all other banks in Danville combined.

These are facts for your consideration when deciding where to deposit your money.

Small accounts, as well as large accounts, are welcomed.

How Many Booksellers Ever Think of Advertising Books on Gardening in This Timely and Effective Way? From the Pittsburg Dispatch.

Gardening Time.

Who isn't interested in a garden in some shape or form?

There are some helpful books on the shelves this week.

Books that every garden lover ought to have.

We can mention only a few:

Three Acres and Liberty, Bolton Hall; Four Seasons in the Garden, Eben E. Rexford; How to Make a Vegetable Garden, Fullerton; How to Make a Fruit Garden, Fletcher; Farm Management, F. W. Cord.

And a dozen others—come in and look them over.

J. R. WELDIN & CO.,
429-431 Wood St.,
Pittsburg, Pa.

For Outing Suits. From the Louisville (Ky.) Evening Post.

Artistic in Dress—Outing.

Comfort in tailoring is just as essential as fit or style.

The problem of hot weather attire is solved in the Outing Suit. Composed of Coat and Pants only, it is tailored from lightest of fabrics, skeleton lining with patch pockets. The perfect garment for recreation, lounging or even for business on hottest days.

Goes with a straw hat, tan shoes, cool shirt, belt, low collar and easy tie.

Light, breezy and free. You are always well dressed in our Outing Suits. We put lots of style in 'em—and they are shape-retaining.

Outing Suits, \$18 to \$40.

McKOWN & CO.

(Incorporated.)

Tailors, 223 Fourth Avenue,
Louisville, Ky.

Lawn Mower Talk.

"Get in the Push—Time is Called."

Lawns are ready—and we have the Lawn Mowers, they run so easy that it is a pleasure to push them, even the children like the job. A great variety to select from as low as \$3.00; as high as \$9.50; 14 to 18 inch—"Investigate."

THE HAYNES & CHALMERS COMPANY,
Exchange Street,
Bangor, Me.

From a Large Ad in the Pittsburg Gazette Times.

When a Man Says—

"Show me a Suit in American woollens you'll guarantee to keep its colors and hold its shape—something 'way up in style and genteel in pattern—a Suit that shows I know how to be economical without any sacrifice of good taste—such a Suit as I've seen in the show windows of other good clothing stores marked \$12.50." We take him to a group of ten tables and fit him out satisfactorily for \$10.

KAUFMANN'S,
Pittsburg, Pa.

THE ADVERTISER, OR THE AGENT,

Who is going to prepare lists and estimates for the Fall campaign will find Rowell's American Newspaper Directory for 1907 a mighty handy, practical and economical assistant.

¶ Nearly 23,000 newspapers, magazines and periodicals revised to date. ¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order NOW. ¶ Every advertising agent—every advertiser who spends as much as five hundred dollars a year in general advertising—every maker of material and supplies used in a publisher's office—and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada—ought to buy a copy of this Directory.

Cloth and gold; 1,560 pages. \$10 net
cash, sent prepaid.

**The Printers' Ink Publishing
Company,**

10 Spruce St.,

New York City.

